

LIFE



OZARK FARMER

MAY 27, 1946

10

CENTS

YEARLY SUBSCRIPTION \$4.50

HOW DO YOU RATE AS AN AUTOMOBILE DRIVER?

There's a lot more to driving than some people think. A good driver meets many situations with the right split-second decision because he knows the correct thing to do.

What would you do in the typical situations presented below?

Three answers right out of five is good—all five answers right is an expert's rating.

1. As you roll along a residential street a rubber ball comes bouncing across the road in front of you. What would you do?

☐ A Ignore it. ☐ B Swerve your wheels to avoid running over it.
☐ C Blow your horn. ☐ D Slow down and get set for an emergency stop.



2. In making a right turn on wet pavement your car suddenly starts to skid as shown in the picture. Which two of these five possible actions would help you control the skid?

☐ A Jam on the foot brakes. ☐ B Pull up the hand (emergency) brake.
☐ C Turn steering wheel to the left. ☐ D Turn steering wheel to the right.
☐ E Keep your foot on the accelerator and continue feeding gas.



3. You see the sign above at the crest of a long, winding hill. What's the best thing to do?

☐ A Stay in high gear and use your brakes to control speed. ☐ B Shift into second gear or "low" range if your car has an automatic transmission.
☐ C Coast down in neutral to save gas.



4. The driver of an oncoming car neglects to dim or "dip" his headlights. Which three of the possible actions listed below are the wisest, safest things for you to do?

☐ A Shine your own bright lights into his eyes to even the score. ☐ B Dim your own lights. ☐ C Wear dark glasses. ☐ D Watch his headlights to avoid possible collision.
☐ E Keep your eyes on the right edge of the road and pull your car over to the right as far as possible. ☐ F Speed up to get by as quickly as possible. ☐ G Slow down.



5. Which of these two pumps would you stop at to get this service station's highest quality gasoline?

Answers:

- (D) is correct—but it's also a good idea to blow the horn. Remember, a rubber ball bouncing into the street is more than likely to be followed by a child trying to catch it.
- (C) and (E). Always turn in the direction of a skid to control it. Never use the brakes, but feed a little gas to get traction. The best way to control skids is to avoid them by keeping your speed consistent with road conditions.
- (B) is right. Coasting down a hill is dangerous, and illegal in most states. Use second gear to save your brakes and keep speed within safe limits.
- (B), (E) and (G) are right. Dim your lights, and the other driver probably will, too. Don't stare at oncoming headlights—you'll be blinded. For safety, keep your eyes on the right edge of the road, pull over to the right and slow down.
- The pump with the Ethyl emblem on it. Millions of experienced drivers look for the Ethyl emblem wherever they drive. They know that high-quality gasoline in a properly tuned engine makes for a more responsive car and therefore a safer car. That's another reason why they always ask for ETHYL.



FREE 72-page book. "Professional Driving" is not for beginners, but for people who know how to drive. Written and illustrated by experts. Typical chapter headings: "How to Take a Curve," "Driving Needn't Be Tiring," "Through Rain or Fog," "Driving Tips for City Traffic." Offered free to all car owners by ETHYL.

Ethyl Corporation
Post Office Box 56, New York 8, N. Y.

Please send me without obligation a free copy of "Professional Driving."

Name _____
(PLEASE PRINT)

Address _____

City _____ State _____

Note striking family resemblance between Mother, Jimmie and Ronnie—around the mouth, especially! Those sparkling three-of-a-kind smiles are proof that the Allen teeth and gums get proper care. For Mother knows that today's soft foods don't give gums the exercise they need—that Ipana is specially designed, with massage, to help gums to healthier firmness.

How a Model Mother became a Star Model

Her sparkling smile made camera fan Genevieve Allen a camera star

"ALL I wanted, really, was to learn photography, my husband's hobby," insists lovely Mrs. Charles Allen of Beverly Hills.

"But photographers told me that a smile like mine belonged in front of the camera. So I became a glamour gal—me, with Jimmie 8 years old and Ronnie 4!"

Now, Genevieve Allen knows what every successful model knows—the importance of a spar-

king smile. So she's making sure her young sons guard their future smiles, too, by following her own dental routine: *Regular brushing followed by gum massage with extra Ipana Tooth Paste.*

Mrs. Allen's dental care must be a good one—it's based on the very same theme that thousands of dentists and schools are teaching today—a radiant smile depends on sparkling teeth. And sparkling teeth call for firm, healthy gums.



Start Today with
Ipana and Massage



A fight in the family as Mother referees, to be followed by the other half of nightly workout—on teeth and gums with Ipana. For neglected gums often herald their warning with a tinge of "pink" on your tooth brush—a sign to see your dentist. He may suggest, as so many do, "the helpful stimulation of Ipana and massage."



This way to a handsome smile. Trust a "model" mother to safeguard the future smile of her son. She sees to it that after Ronnie brushes his teeth vigorously, he massages a little extra clean-tasting Ipana on his gums to speed up needed circulation and help keep gums from becoming soft and tender.



If parents went to school today, they'd learn what so many children already know—the value of gum massage. For proper care of teeth and gums is taught in thousands of classrooms. A nationwide survey shows 7 in 10 dentists recommend gum massage and prefer Ipana 2 to 1 over any other dentifrice for their own use!

This One



WBAG-4G1-LYXG

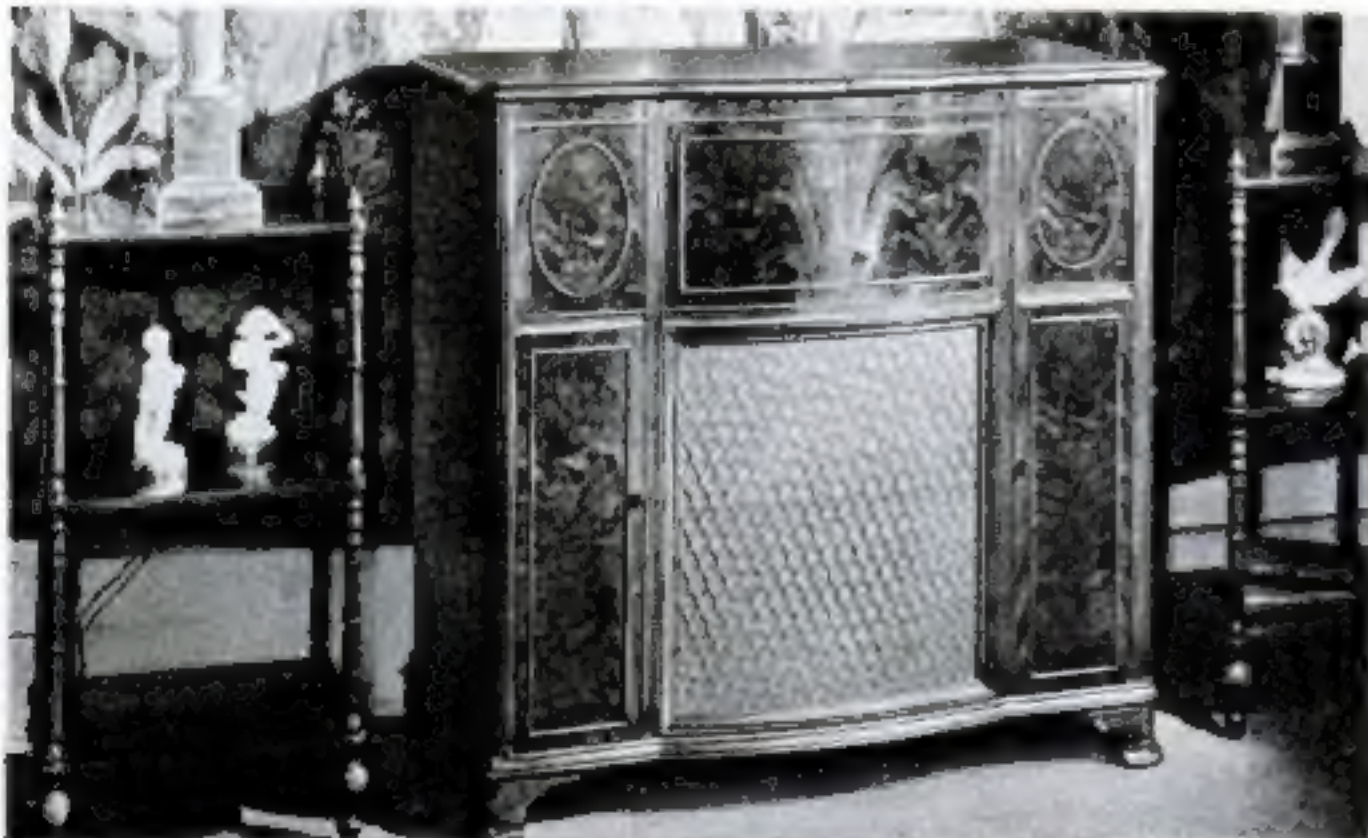
Copyrighted material



1. This is the kind of story that makes people feel good. Maybe it has happened to you...or maybe it will. Anyway...with Sally and Ed about to be married...Dad was almost the forgotten man, assigned to the fate of fathers—paying the bills and keeping out of the way.



2. But Dad was understanding...and he wanted his contribution to be unforgettable. He remembered Sally's enthusiasm for her smart little Stromberg-Carlson portable radio, "The Vagabond"...how both she and Ed marvelled over its wonderful beauty and clarity of tone...



3. Yes...Dad knew Ed was especially fond of music. In fact, only a short time ago, it was Ed who was so delighted by his family's purchase of a gracious Stromberg-Carlson "Empire". And, ever since, he has enjoyed by the hour the great advances this instrument offers to all who want the latest in complete FM, standard broadcast and record reproduction.

So Dad turned out to be "best man"



4. So Dad became a hero—the real "best man". He did what you might do at any wedding, birthday, anniversary, or anytime at all...he presented Sally and Ed with a Stromberg-Carlson "New World"—one of the magnificent radio-phonographs as new in performance as in cabinet styling! A natural result of the 52 years of matchless experience in reproduction of voice and music...which makes it possible for Stromberg-Carlson to offer more people more for their money than ever before! See your Stromberg-Carlson dealer today. He'll be glad to arrange convenient terms.

For the main radio in your home...there is nothing finer than a

STROMBERG-CARLSON

Radios, Radio-Phonographs, Television • Sound Equipment & Industrial Systems • Telephones, Switchboards & Intercommunication Systems

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Paramount presents

Barbara
Stanwyck

Robert
Cummings

Diana
Lynn

in

**"The Bride
Wore Boots"**

*They're heels
over head
in **Love***

with

PATRIC KNOWLES

Peggy Wood

Robert Benchley

Willie Best

Produced by Seton I. Miller

Directed by Irving Pichel

Screen Play by Dwight Michell Wiley

"What's the matter with everyone,
Babs? They're upside down!"

"Maybe they're in love, too!"



Jar and away the best of the new synthetic tooth brush bristles, being marketed under various trade names, are those made by duPont.

"Prolon" is our trade name for the very finest grade of this duPont synthetic bristle.

PROLON—no finer bristle made

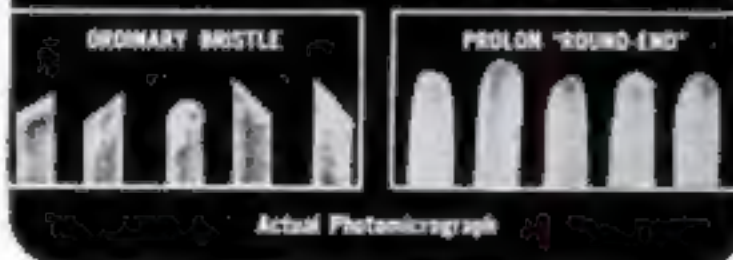
So, when you read or hear competitive tooth brush claims, ask yourself this: How can the same duPont bristle, in another brush under another name, last longer or clean better than under the name "Prolon" in a Pro-phy-lac-tic Tooth Brush? You know the answer... it can't!

Only PROLON has "round ends"

Pro-phy-lac-tic's big plus is that Prolon is the only synthetic bristle that is rounded at the ends.

It's a fact! Under a special patented process, exclusive with Pro-phy-lac-tic, we smooth and round the end of each and every bristle in the Pro-phy-lac-tic

For years only hog bristle made fine tooth brushes... Then science made round-end **PROLON**



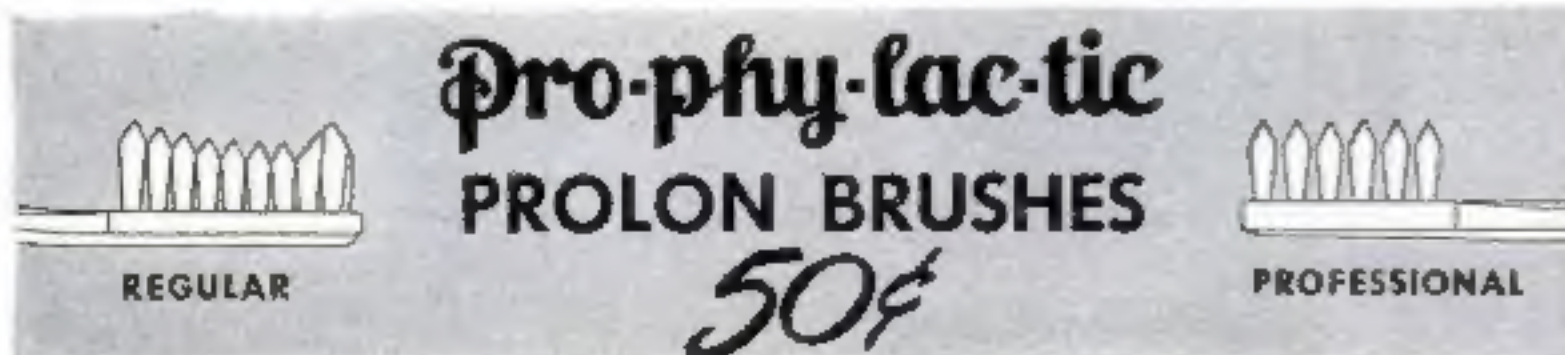
Prolon Tooth Brush. See for yourself how much gentler these round ends are on tender gums!

And with PROLON these other "extras"

In addition to round-end bristles, the Pro-phy-lac-tic Prolon Tooth Brush gives you these three important "extras": 1. The famous Pro-phy-lac-tic end tuft, for ease in reaching hard-to-get-at back teeth. 2. Scientific grouping of bristles to permit thorough cleansing of brush after using. 3. Guaranteed for 12 full months of use.

Next time, get the most for your money!

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.



LETTERS TO THE EDITORS

CREAM SAUCE

Sirs:

Europe needs grain. You can help get grain to Europe fast by campaigning to wipe out that foul paste known as cream sauce from our national



CREAM SAUCE MUST GO!

menu. It will save more than 20,000,000 pounds of flour per month and mean no loss of American labor hours.

BILL RHODE

New York, N.Y.

GREED ON THE FARM

Sirs:

Your editorial, "Greed on the Farm" (LIFE, May 6), charging the American wheat producer with hoarding grain for a higher price and being willing that children die so he may profit, was written without understanding of the facts.

Last fall during the normal marketing period grain elevators in North Dakota, to which the farmers haul their wheat, were filled to capacity. At one point in early September, 461 elevators were blocked. They could accept no more wheat. The reason was that railroad boxcars were not available in sufficient number. Terminals, too, were blocked and for a period an embargo was established during which time no grain could be moved.

The country elevator blockade continued throughout the fall market-

CONTINUED ON PAGE 8

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LIFE
May 27, 1946

Volume 20
Number 21

Never neglect a blister



Any blister can become infected. Never take a chance!

Cleanse the blister properly. Then put on a BAND-AID®—the Johnson & Johnson adhesive bandage. It comes to you sterile; keeps out dirt; helps prevent infection, avoid irritation.

Four times as many doctors recommend BAND-AID as any other ready-made adhesive bandage. Keep one box at home—one where you work.

*BAND-AID is the Reg. Trade-mark of the adhesive bandage made exclusively by Johnson & Johnson.



NEW G-E ELECTRIC SINK

Marvelous kitchen work-saver!

Q. What is the Electric Sink?

A. The complete G-E Electric Sink is made up of three units:

1. The G-E Automatic Dishwasher that washes and rinses a whole day's dishes in a few minutes (they dry in their own heat).
2. The G-E Disposall that grates up all food waste, ends kitchen garbage forever.
3. The Sink that holds the Dishwasher and Disposall, making the whole thing one compact and attractive kitchen unit.

The G-E Electric Sink is available complete, as described above, or with Dishwasher only.



G-E AUTOMATIC DISHWASHER...

the kitchen marvel that does your dishes all by itself!



The marvelously improved G-E Dishwasher washes and rinses your dishes completely automatically. They dry in their own heat—shining and more sparkling clean than you could get them by hand!

All you do is load the Dishwasher. There's a basket for silver, racks for dishes, trays for glasses, pots, and pans too. Then put in a detergent, touch a simple control—and you're through! The Dishwasher even washes itself!

So quick! So easy! In one loading, you can do a whole day's dishes for a small family; large family will wash dishes only twice a day. See this amazing time-and-work saver at your G-E retailer's.

The G-E Automatic Dishwasher is available in the cabinet model shown above, or without cabinet, for installation in your own kitchen counter.

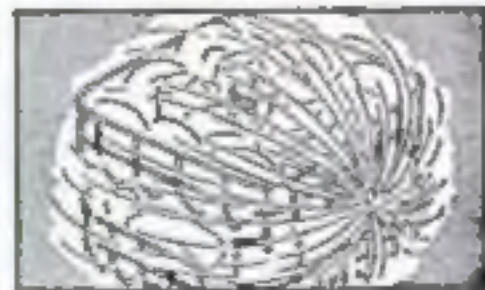
HERE'S HOW THE DISHWASHER WORKS!



Load dishes and put in detergent.



Close cover and touch a control. Now you're through!



Water swirls in around safely racked dishes to rinse and warm them.



Dishes thoroughly washed by fresh hot water and detergent. Dishwater drains out.



Dishes are thoroughly rinsed, then cover opens automatically. Dishes dry in their own heat.



The Dishwasher washes itself clean every time it is used.

G-E DISPOSALL...

frees you from ever handling any messy, soggy garbage!



This picture shows the Disposall installed. The Disposall fits into practically any sink and is easily and quickly installed without any major change in the plumbing.

The Disposall is an electrical appliance fitted into your kitchen sink. You simply put food waste into the drain—the Disposall grates it up into fine particles—and it's all flushed away.

Yes, even bones, corn husks, and fruit rinds! Fits into most any sink—can be used with septic tanks of adequate capacity.

The sensational G-E Disposall ends forever the mess of handling soppy, dripping garbage in the kitchen... carrying out pails to a fly-infested garbage can in the yard!

Ask your G-E retailer for a demonstration.

General Electric Company, Bridgeport, Connecticut.

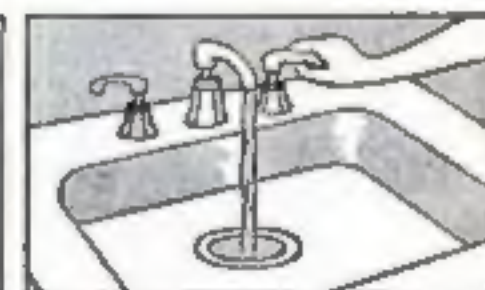
HOW THE DISPOSALL WORKS!



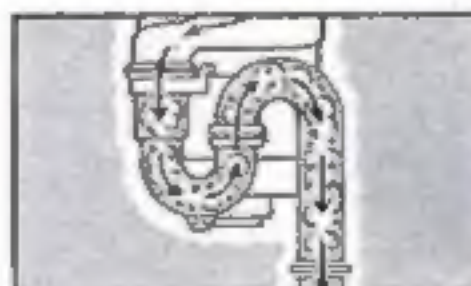
Scrape food waste down the drain.



Lock cover, with a single twist.



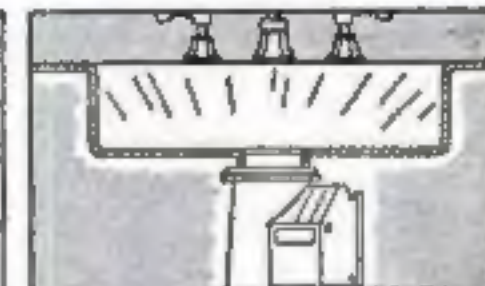
Turning on cold water automatically starts Disposall motor.



Food waste is grated and water flushes it down the drain.



Turn off cold water and motor stops. Fits into practically any sink.



Cleans itself every time it is used.



For the Complete Table-to-Shelf Dish Job

DISHWASHER AND DISPOSALL*

*Reg. U. S. Pat. Off.

GENERAL ELECTRIC



When you need it most



there's Quick Comfort



in a cup of

**TENDER
LEAF
TEA**



Here's a drink that's just right when you're not . . . rich, fragrant, wonderfully delicious Tender Leaf Brand Tea. It sets you up. It peps you up. It's chockful of quick comfort! In packages and filter-type tea balls.

America's largest-selling tea balls

For the laughs of your life, join the gang in Allen's Alley, Sunday nights, 8:30 E.T., over the NBC Network immediately following the Edgar Bergen-Charlie McCarthy show. (Just stay tuned to the same station.)

LETTERS TO THE EDITORS

—CONTINUED—

ing season. On Nov. 1, 1945 the Fargo Forum made a survey disclosing that 293 of the state's 1,035 licensed elevators still were blocked, while hundreds of others were accepting wheat only when boxcars for outshipment became available.

When the spring season arrived the North Dakota farmer went into his fields to plant this year's more than 10,000,000 acres of wheat and other grains. It was no time for marketing the balance of last year's production and it has been only in the last ten days or so that the farmer has been able to clear himself of planting operations and turn his attention again to marketing.

Today's Fargo Forum reports that grain elevators again are being blocked. Parshall, in North Dakota, reported the need for 50 railroad cars immediately to handle outshipments with the elevators presently blocked against the reception of additional wheat. Garrison, in North Dakota, reported 31 farm trucks loaded with wheat had been unable to complete delivery.

The North Dakota wheat farmer has been importuned to maintain his livestock to tide him over emergencies. He has been urged to retain sufficient seed to meet his requirements for two or three years against the possibility of crop failure. The well-managed farm has been operated on that basis. This policy partially accounts for the apparently large bushelage of wheat on North Dakota farms.

Secretary of Agriculture Anderson only recently explained that the farmer was not hoarding wheat. He pointed to the rail-car shortage of the 1945 marketing season as a major factor. He stated also that the farmers of the nation, despite the handicap of a shortage of manpower, inadequate farm equipment and rail-car shortage, had done a major job of marketing their produce.

The records show that the government of the U.S. became aware only recently of the great need for directing every bushel of wheat possible into the marketing channels.

The North Dakota wheat producer, and the wheat producer elsewhere in these Great Plains states, is not guilty of any "morally indefensible acts," as LIFE charged. He is a being pilloried unjustly as a man willing that people starve to death that he may net a few additional pennies for himself.

Our farmers are not that kind.

H. D. PAULSON
Editor

Fargo Forum
Fargo, N. Dak.

Sirs:

. . . You say, "Despite Department of Agriculture pleas the hogs that were marketed in early '46 weighed more than hogs ever did before." Because frost hit early, about 35% of Iowa's corn was soft. That means a third of the crop wouldn't keep after weather warmed up in the spring. Farmers had two choices. They could feed the corn or they could let it rot. They fed it. . .

DONALD R. MURPHY
Editor

Wallaces' Farmer
Iowa Homestead
Des Moines, Iowa

Sirs:

. . . Since our entry into the war farmers have had to make most of

CONTINUED ON PAGE 8

Quick Energy for Children

So Pure . . . Cane Sugar Plus Natural Mint for Flavor



10c



The Same Richardson's Quality for Over 50 Years
Thos. D. Richardson Co., Philadelphia 34, U. S. A.

*Falcon
is Back Again!*



\$3.98

Falcon
MINIATURE
• DE LUXE

THE ORIGINAL PRE-WAR MODEL M WITH THE POST-WAR IMPROVEMENTS . . . New Better Than Ever Before! Preserve those precious memories with a Falcon De Luxe! Tops for picture performance—sharp, sparkling, brilliant pictures. Tops for film economy—16 pictures on any standard 127 roll film. At better stores everywhere. Eveready Carrying Case for Falcon De Luxe. \$1

Available Soon!

On the way . . . other Falcon Cameras, priced up to \$23.50.

FALCON CAMERA CO. Chicago 2, Ill.

SERVING THROUGH SCIENCE TO PROTECT AN ACTIVE BOY'S FEET

Everything a Boy wants to do— He does better in KEDS

THE FORGOTTEN FEET OF A BOY . . . feet he can use all day without thinking of them. That's the way his feet feel in Keds. Riding a bike, hiking or climbing, he enjoys every moment in these shoes that do whatever his feet ask.

The traction soles have a friendly grip on grass or pavements. The Shock-Proof Arch Cushion gives easy landings when a boy runs or jumps. And growing toes have plenty of running room in the Scientific Last.

Four generations of shoe building experience go into Keds to make them the most healthy, comfortable shoes a boy can wear. Their cool breathing uppers can be scrubbed and rinsed.



KEDS SHOCK-PROOF ARCH CUSHION

(in certain shoes) absorbs jars and jolts—helps avoid overstrain and fatigue. A Keds feature famous for years.

**KEDS
SCIENTIFIC LAST**
is designed to fit growing feet. Gives straight-line toe action. Barefoot freedom with protection.



HYGIENIC KEDS are kept clean and odorless—the right way. Plain soap and water. Tub-able and scrub-able.



"U.S." Keds
The Washable Shoe



Genuine "U. S." KEDS are made only by United States Rubber Company. Look for the name.



UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER, NEW YORK

RUST RUINS AUTO RADIATORS

Du Pont Suggests

1. CLEAN OUT THE RUST.

with DU PONT COOLING SYSTEM CLEANSER

Drain out your anti-freeze, and clean out winter's accumulation of scum, scale and rust. Neglect now may mean trouble and costly repairs later. Just pour a can of DU PONT COOLING SYSTEM CLEANSER into your radiator, run the engine 30 minutes or more, and drain. It dissolves rust—cleans thoroughly—improves engine performance. It's safe, sure and easy to use.



2. MAKE IT RUST-PROOF

with DU PONT ACID and RUST INHIBITOR

After cleaning out the radiator, you can keep it free from rust all season by pouring in a can of DU PONT ACID & RUST INHIBITOR. It prevents rust forming, and keeps out acid, too.



3. MAKE IT LEAK-PROOF

with DU PONT COOLING SYSTEM SEALER

You can stop leaks quickly and securely—and make the cooling system LEAK-PROOF—by pouring in DU PONT COOLING SYSTEM SEALER. It will not clog the radiator.



BETTER THINGS FOR BETTER LIVING
.. THROUGH CHEMISTRY

NEW BEAUTY FOR OLD CARS!

DU PONT NO. 7 POLISH

You can make your old car look almost new with No. 7 Polish. It removes dull traffic film, and restores the original sparkle and beauty. It's quick, easy to use and suitable for ALL car finishes. Try it!



WAX FOR LASTING LUSTRE

DU PONT SPEEDY WAX

Here's a wax polish made especially for the man in a hurry. It cleans as it waxes—does both jobs at once. It's easy to use, and does a swell job, too.



DU PONT DUCO-WAX

To get a beautiful lustre which lasts for months, and to protect the finish against weathering, clean first with Duco Cleaner, then apply the paste Duco-Wax. It seals in beauty and keeps out dirt!



LETTERS TO THE EDITORS

CONTINUED

their machinery go far past its normal length of efficiency. When new machinery becomes available again, old units will be replaced, run-down buildings will be repaired and the average farmer will face the future with no very substantial financial reserve to tide him over if we should suddenly hit another drought period.

MYRON L. HYLDEN

Park River, N. Dak.

Sirs:

... I don't think our farmers should be criticized for feeding grain to livestock. Up to this time they were encouraged to do so by the government, and price ceilings encouraged such a program up to April 19.

G. A. DUSTMAN

Wooster, Ohio

● By May 14, 187 readers had written LIFE to list extenuating circumstances affecting the hard-working farmers. To them, LIFE's thanks for an able defense. But the fact remains that most of the vital 204,000,000-bushel wheat surplus still lies on the farms and the nation's hogs are still overfed.—ED.

EMILY POST

Sirs:

Thank you for the clever and understanding close-up that Jeanne Perkins did of me (LIFE, May 6). But I was disappointed that in mentioning my office staff Ann Kent, who is the head of it, was not mentioned. I am very anxious that the readers of the article should know how invaluable she is to my work.

EMILY POST

New York, N.Y.

VASSAR STYLES

Sirs:

I realize that 85 years is a long time for Vassar girls not to have seen



CORRECT CLASSROOM COSTUME? any men on their campus (LIFE, May 6), but now that they have them, they should dress accordingly.

JOAN FELIX

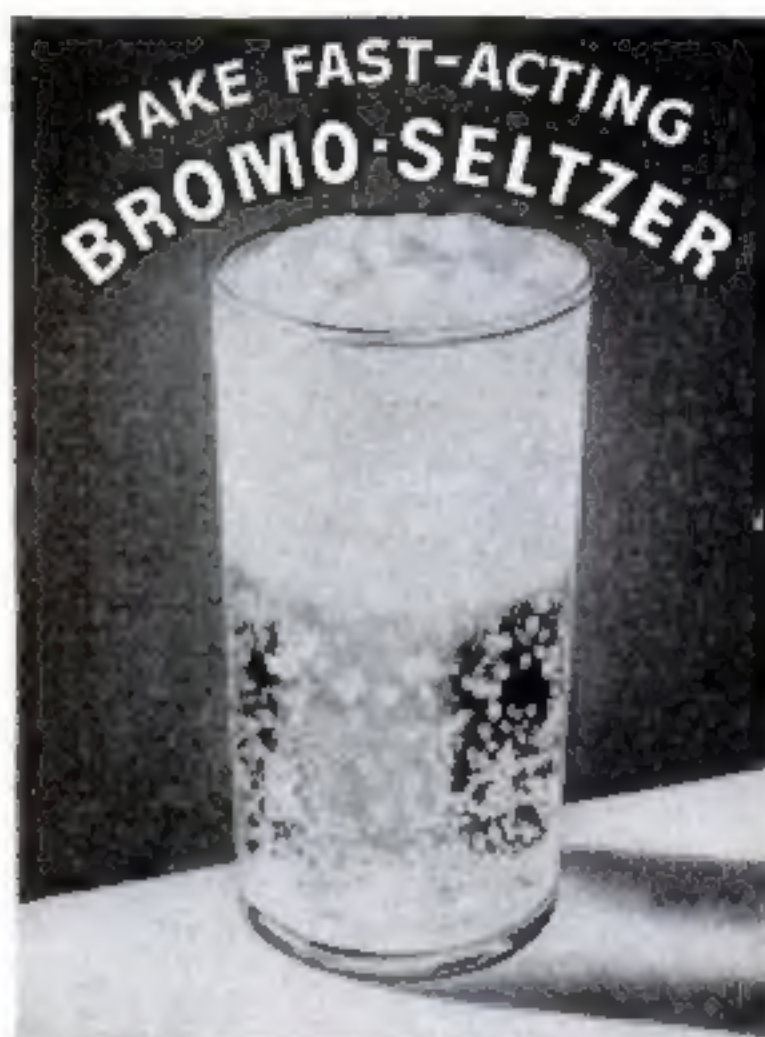
College of William and Mary
Williamsburg, Va.

CANCER

Sirs:

I want to take this opportunity to tell you how deeply the officers of the American Cancer Society appreciate what you did for them in your intelligent and splendid article on cancer which appeared in LIFE (April 15).

It will interest you to know that I have already personally operated upon two extremely early cases of cancer of the breast, both of which came for treatment as a result of LIFE's article. Both these women had been particularly impressed by the diagrams showing the natural spread of cancer.



Every day, men and women are getting fast headache relief with Bromo-Seltzer... the proven product for 60 years. Pleasant to take, fast-working! Bromo-Seltzer fights ordinary headaches three ways:

1. Helps relieve headache
2. Helps relieve upset stomach
3. Helps quiet jumpy nerves

—all of which may combine to cause trouble. Caution: Use only as directed. Get Bromo-Seltzer at your drugstore counter or fountain today. Compounded in four convenient home sizes.



For **FAST** headache relief
BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

CONTINUED ON PAGE 11

THE SMART NEW CAR WITH

Hydra-Matic Drive!



THE DRIVE
THAT SHIFTS FOR ITSELF ! . .

AND TAKES THE CLUTCH PEDAL
RIGHT OUT OF THE CAR

It's a real eye-catcher . . . this smart new Oldsmobile. There's something about its smoothly tailored styling that makes people stop . . . and look again. As for Hydra-Matic Drive . . . hardly anyone can resist staring at the floorboard of a Hydra-Matic Oldsmobile . . . to see if it's true that there's no clutch pedal there. And it *is* true! Hydra-Matic Drive shifts gears *automatically* through all four forward speeds. That means there's no need for clutch pushing *or any clutch pedal whatsoever*. All you do to drive is step on the gas to go . . . step on the brake to stop . . . and sit back in comfort to enjoy the finest performance you've ever known!



Hydra-Matic Drive was first introduced by Oldsmobile in 1939. Since that time, it has been *proved* in billions of miles of driving . . . and *improved* as a result of combat use on Army tanks. General Motors' *new* and *finer* Hydra-Matic Drive is offered—optional at extra cost—on all models of the new Oldsmobile!

Oldsmobile

A GENERAL MOTORS VALUE



The best way to travel...



**... see your
Texaco Dealer
first!**

It's HERE at last... the long-hoped-for day when you can climb into your car and push off for far places.

The best way to plan your trip... see your Texaco Dealer first.

He'll have our Texaco Touring Service experts send you the easiest, pleasantest, most economical routing for your trip.

Speedily available from Texaco Touring Service you get up-to-the-minute road information that charts both the most direct and the scenic routes for your trip.

All America is waiting for you again. "Fill 'er up" at your Texaco Dealer's... and GO.

You're welcome at

TEXACO DEALERS

where you get...



FIRE-CHIEF
GASOLINE



SKY CHIEF
GASOLINE



HAVOLINE AND TEXACO
MOTOR OILS



MARFAK
LUBRICATION



THE
TEXAS
COMPANY

TUNE IN...Texaco Star Theatre every Sunday night starring James Melton with his guest, Ed Wynn. See newspapers for time and station.

How to fix your vacuum cleaner



Hubby will try anything. That's the boy in him...but a vacuum cleaner isn't a toy. It takes an expert to do the job right.



"Is this the ACE vacuum store?"

Yes, for expert, low-cost repairs of any make of vacuum cleaner, and 24-hour pick-up service within 50 miles of any store listed below, call ACE Vacuum Cleaner Headquarters... the stores that specialize in vacuum cleaners exclusively.



At your nearest ACE Store you'll find all available models on display. That means you can get the one you want at the earliest possible date.

ACE

VACUUM STORES Inc.

VACUUM CLEANER HEADQUARTERS
BOSTON 16, Mass. 42 Boylston St.
CINCINNATI, Ohio 230 Main St.
CLEVELAND 14, Ohio 1835 East 13th St.
DES MOINES 9, Iowa 809 Walnut St.
DETROIT 26, Michigan 1307 Broadway
HARTFORD 3, Conn. 289 Trumbull St.
MINNEAPOLIS 2, Minn. 10 South 3rd St.
OMAHA, Nebraska 115 North 16th St.
PITTSBURGH, Pa. 903 Penn. Ave.
PROVIDENCE 3, R.I. 128 Weybosset St.
QUINCY 69, Mass. 1608 Hancock St.
WORCESTER, Mass. 29 Pleasant St.
 General Offices 797 Beacon St., Boston 15, Mass.

LETTERS TO THE EDITORS

CONTINUED

If two early, curable cases have already come to me, my experience is undoubtedly being duplicated by many of the 180,000 surgeons and general practitioners in the U.S. My guess would be that you are directly responsible for the saving of the lives of at least 2,000 women with cancer of the breast.

The American Cancer Society, the entire medical profession and the people of America owe you a real debt.

FRANK E. ADAIR, M.D.
 President

American Cancer Society
 New York, N.Y.

BEDLAM

Sirs:

A word of praise for your article "Bedlam 1946" for bringing to public attention the abuses that can exist in the care of the mentally ill.

Also a word of condemnation for failing to show the other side of the picture, that some mental hospitals can give good care to the mentally afflicted.

EDWARD J. DELEHANTY, M.D.
 Colorado State Hospital
 Pueblo, Colo.

Sirs:

Thanks for the accurate picture of mental hospitals. Public opinion when truly informed should correct conditions. It is meager satisfaction for Ohio to know that other progressive and wealthy states are also guilty. Yesterday a letter reached my desk from Miss Louise Aul, the director of nurses at Massillon State Hospital, from which I quote that you and your photographers may know of something they unwittingly accomplished: "Perhaps you have seen the copy of LIFE showing the picture of two barefoot men pushing brooms in one of our most retarded cottages."

"Notice carefully the first man in the picture. He has been in this cottage for five years. The day the LIFE photographer took the picture he became much interested in the camera, talked about it for several days after they left and finally asked for his clothes. He had been wearing hospital clothes because he was so destructive. The attendant showed remarkably good insight and gave this old man all of his clothes, including his watch. That morning when the physician came to the ward and saw how well the old chap was looking, he asked him if he would not want to go to another cottage. He answered, 'Yes,' and said that he wanted to go to Cottage 4. He was transferred immediately. His new physician asked him if there was any type of work he wanted to do. He said, 'Yes, I want to work in the vineyard.' I saw him yesterday, putting the new grape sprouts up to the wires. He was very happy but remembers little of what has happened the last five years."

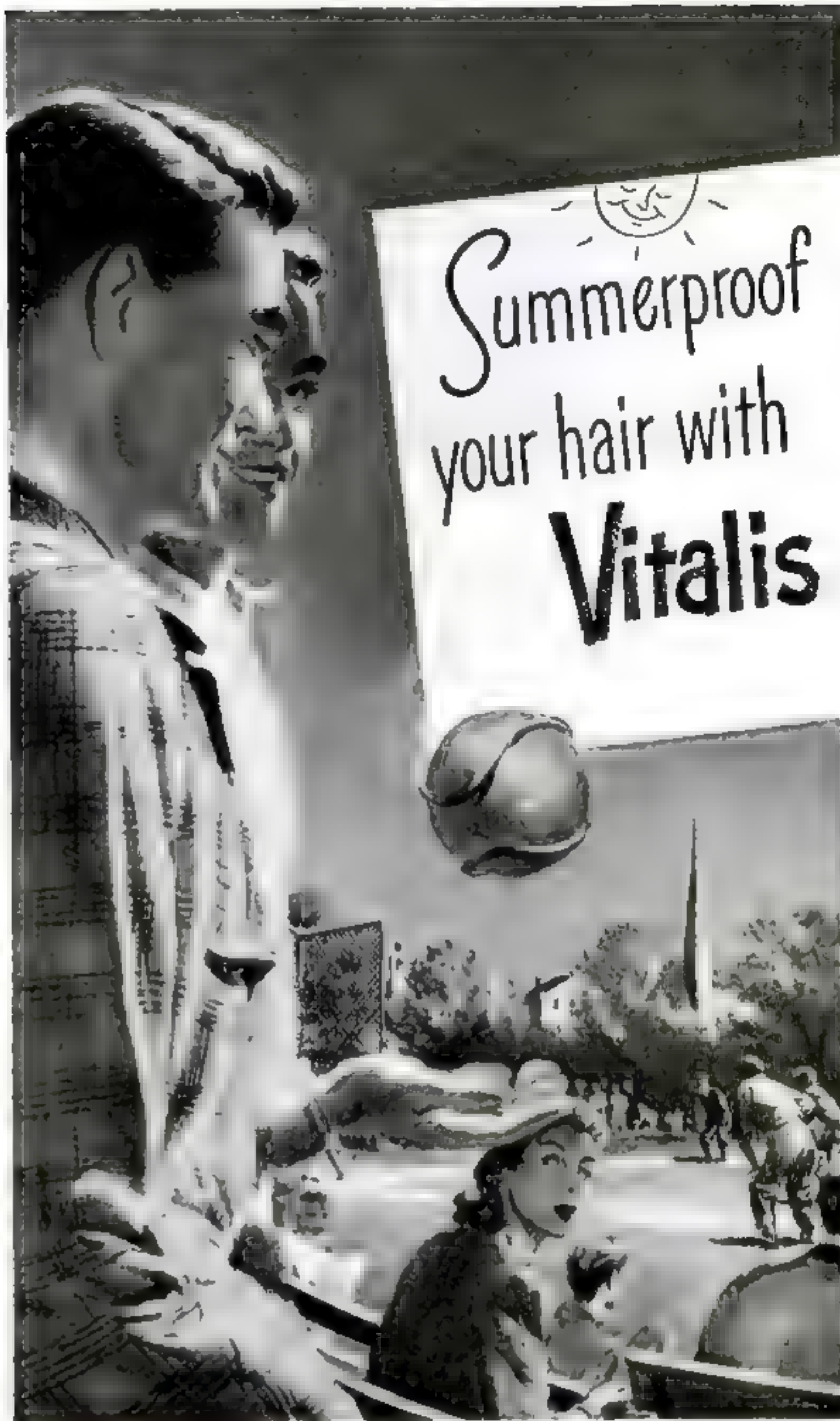
Your article was timely and should accomplish much good.

CLARA F. BROUSE, R.N.
 State of Ohio, State Nurses Board
 Columbus, Ohio

Sirs:

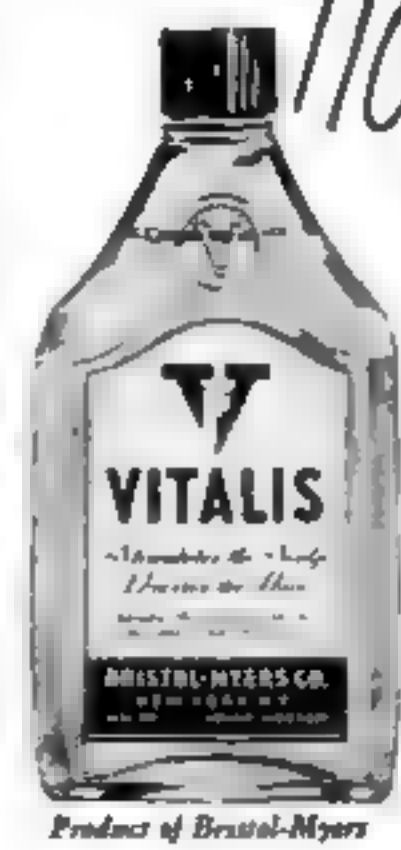
When I saw Dachau prison camp during the two years I served overseas I thought I had seen everything, but I didn't allow for the mental institutions here in the U.S.

MEYEL G. BARNETT
 Borger, Texas



here's now Use Vitalis and the '60-Second Workout'

SUMMER'S REALLY hard on your hair. Precious, protective natural scalp oils are baked out by the sun, washed out by water, dried out by the wind... leaving you with dull, brittle, impossible-to-manage hair. But...! Now that Vitalis is back you can "Summerproof" your hair! Here's the quick, easy, "weatherbeating" way to better-looking hair than you've had in many a summer.



Product of Bristol-Myers

1. Before you exercise, take 50 seconds to massage Vitalis on your scalp. The pure vegetable oils of Vitalis are in there helping natural scalp oils do their job. You're protected, come sun or water. Now, 10 seconds to comb. You look swell... thanks to the "60-Second Workout!"
2. After exercising, repeat. This time, Vitalis and the "60-Second Workout" have a different job: To help replace protective oils the sun dried out and the water washed away. Feel that stimulating tingle as you rout loose dandruff, help retard excessive falling hair. 10 seconds to comb, and look at you! Handsome. And set to stay that way!



BEAR

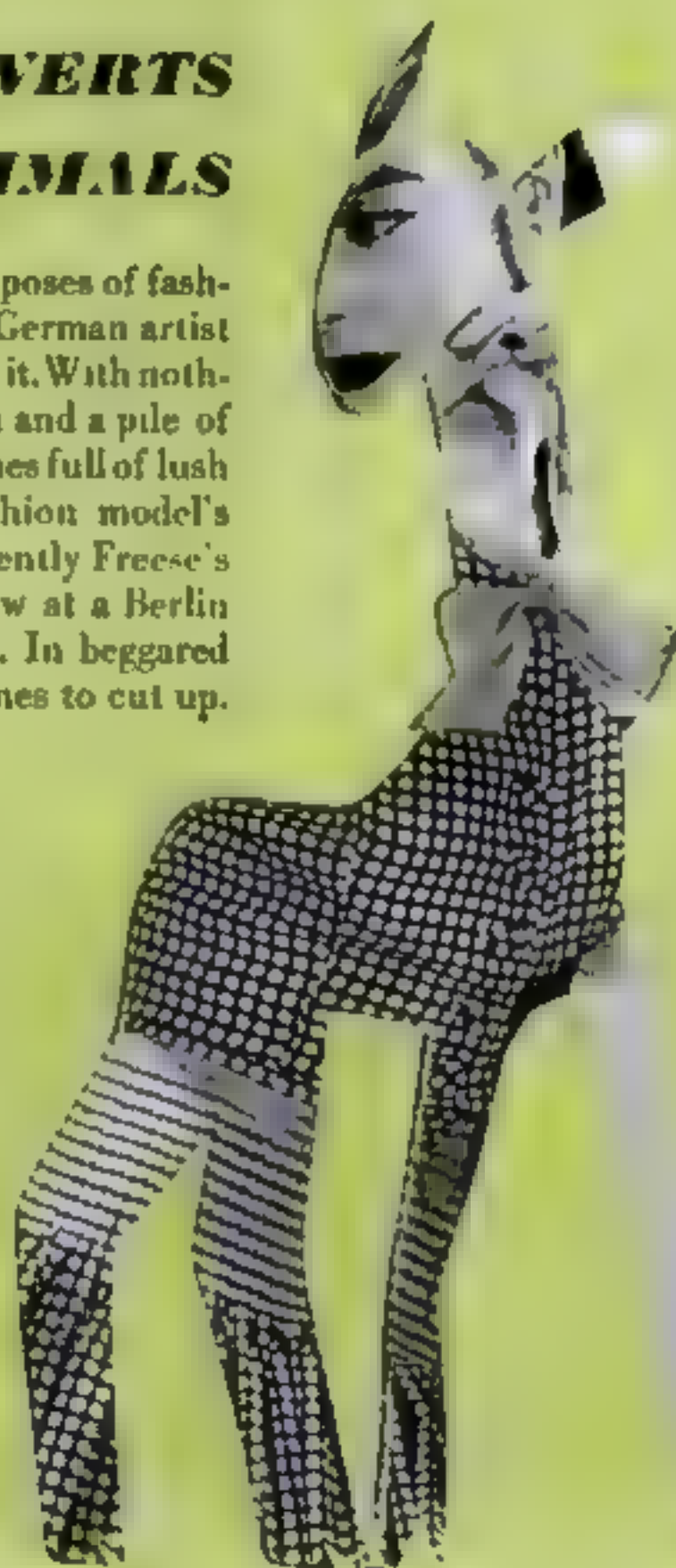
SPEAKING OF PICTURES . . .

. . . GERMAN ARTIST CONVERTS FASHION ADS INTO ANIMALS

For years most males have considered the stiff, unnatural poses of fashion models ridiculous. But it remained for an obscure German artist named Jürgen Freese to do something constructive about it. With nothing more than a pair of scissors, a freakish imagination and a pile of scrounged American, German, French and British magazines full of lush fashion ads, the 42-year-old ex-painter produced a fashion model's nightmare in which all the models look like animals. Recently Freese's weird collection, which he calls *Mein Zoo*, stole the show at a Berlin art exhibition. But Freese's art form may be short-lived. In beggared Berlin he has a terrible time finding enough slick magazines to cut up.



BUNTING



DEER



MONKEY



GAZELLE



SEAL



ZEBRA



BIRD OF PARADISE



IBEX



CENTAUR

COVER GIRL ALMOST MISSES HER BIG CHANCE!



8 A.M. Mary's due for a cover photo at 10. But she's headachy, dull, logy—in need of a laxative. "I can't make it,"

she moans. "Nonsense," chirps sister Joan. "Take this glass of sparkling Sal Hepatica. You'll feel better quick!"



10 A.M. The shutter clicks! And the picture turned out like a dream. Sal Hepatica saved her big chance!

Taken first thing in the A.M., this saline laxative usually acts in an hour... brings quick, ever-so-gentle relief.

ASK YOUR DOCTOR about the efficacy of this famous prescription! Sal Hepatica's active ingredients: sodium sulphate, sodium chloride, sodium phosphate, lithium carbonate, sodium bicarbonate, tartaric acid. Get a bottle of Sal Hepatica today, remembering this: caution—use only as directed.

Whenever you need a laxative
—take gentle, *speedy*
SAL HEPATICA

TUNE IN: { "MR. DISTRICT ATTORNEY"—Wednesday night, NBC Network
 { "THE ALAN YOUNG SHOW"—Friday night, ABC Network

SPEAKING OF PICTURES

CONTINUED



FREESE STARTS PHOTO-DOODLE by first selecting magazine picture of grinning model in fur coat. He decides to make grinning lion out of her.



NEXT STEP is drawing the animal's outline on chosen photograph with paint. Then Freese simply clips along the painted line and cutout is complete.




FINISHED PRODUCT leaves a lion-sized hole in the original picture. Mousy, balding and half deaf, Freese makes very little money from his cutouts.

HOW APPETIZING IS A COOKIE?



YOU KNOW WHEN YOU **SEE** IT PROTECTED IN CELLOPHANE



HOW CELLOPHANE PROTECTS YOUR SHOPPING DOLLAR

Some cookies are meant to be crisp—and some lusciously soft. All cookies are more delicious when fresh. And moistureproof Du Pont Cellophane keeps them fresh—keeps the crisp ones crunchy, and the soft ones mouth-melting. When you see such foods in Cellophane, you know the original quality has been protected. And by letting you see what you buy, Cellophane prevents wasteful mistakes.

MOISTUREPROOF

Cellophane
A PRODUCT OF DU PONT RESEARCH

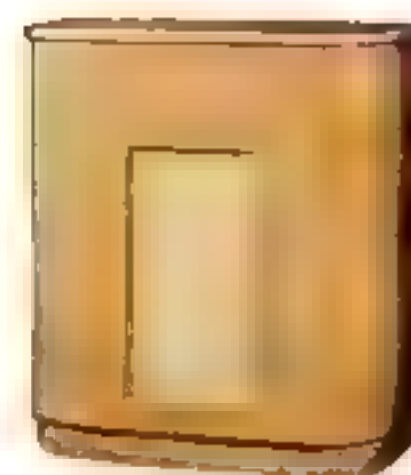
SHOWS what it PROTECTS

DU PONT
REG. U.S. PAT. OFF.

• BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY •

TELEVISION! It is not film alone, but it has the pace and excitement of film. It is not theater alone, but it can be brittle, gay, suspenseful as theater. It is not radio alone, but in intimacy and variety it complements radio. It

FARNSWORTH TELEVISION



Today there are portable Farnsworth radios, for indoor party or outdoor picnic; there are distinctive table models, and magnificent phonograph-radios for your favorite programs or recordings. But all, at whatever the low price, are built to Farnsworth standards of quality. Excellence need not be expensive. The new Farnsworth television receivers, to be available in a variety of models and as quickly as the flow of materials permits, will combine modest price with high quality. Convenient purchase terms can be arranged. Prices of Farnsworth radios and phonograph-radios, **\$25 to \$350**

A color photograph of Alicia Markova in the Ballet Theater production of Stravinsky's glittering "Firebird," based on a Russian fairy tale. Décor by Marc Chagall



Capehart and Farnsworth television will bring ballet, theater, opera, news and sports events to your home—in sparkling, detailed black-and-white action pictures

is a new dimension, a new flight of mind toward mind, an art that takes in many arts. How soon will television arrive? It is here now in many cities—the black-and-white pictures of ballet, opera, play. It will be here, in greater brilliance, through new Capehart and Farnsworth television receivers.

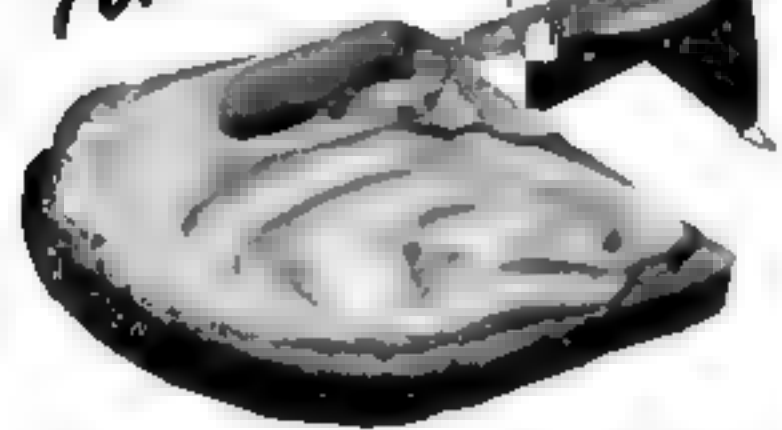
CAPEHART TELEVISION



To the discriminating music lover, no name stands so high in the field of musical reproduction as the Capehart. The revolutionary new tonal system should be compared only with the original piano, flute, oboe, or with the human voice. Soon Capehart will bring that same tradition of excellence to the field of television—and present the finest achievement of electronic engineers, the Capehart television receiver. It will be the flower of pioneering seed planted more than twenty years ago. Phonograph-radio prices: The Panamuse by Capehart, **\$300 to \$675**. The Capehart, **\$895 to \$1500**

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

"TRY MY
DELICIOUS
SPREADS
FOR BREAD"



1 Combine 1 cup cottage cheese with 2 tablespoons French's Mustard. Delicious with whole wheat bread.

2 Blend well 2 tablespoons French's into 4 tablesp. mayonnaise. Or mix 2 tablesp. French's with 2 tablesp. butter or margarine.

SMOOTHER
CREAMIER!

THE MUSTARD
WITH THE FINER
FLAVOR!



Largest selling prepared mustard in the U. S. A. today
Also made in Canada



DRINK

Nesbitt's

CALIFORNIA

ORANGE

MADE
FROM
Real
ORANGES



LIFE'S REPORTS



WARRANT OFFICER REYNOLDS

MARINE IN CHINA

Butch Reynolds meets
the strangest people

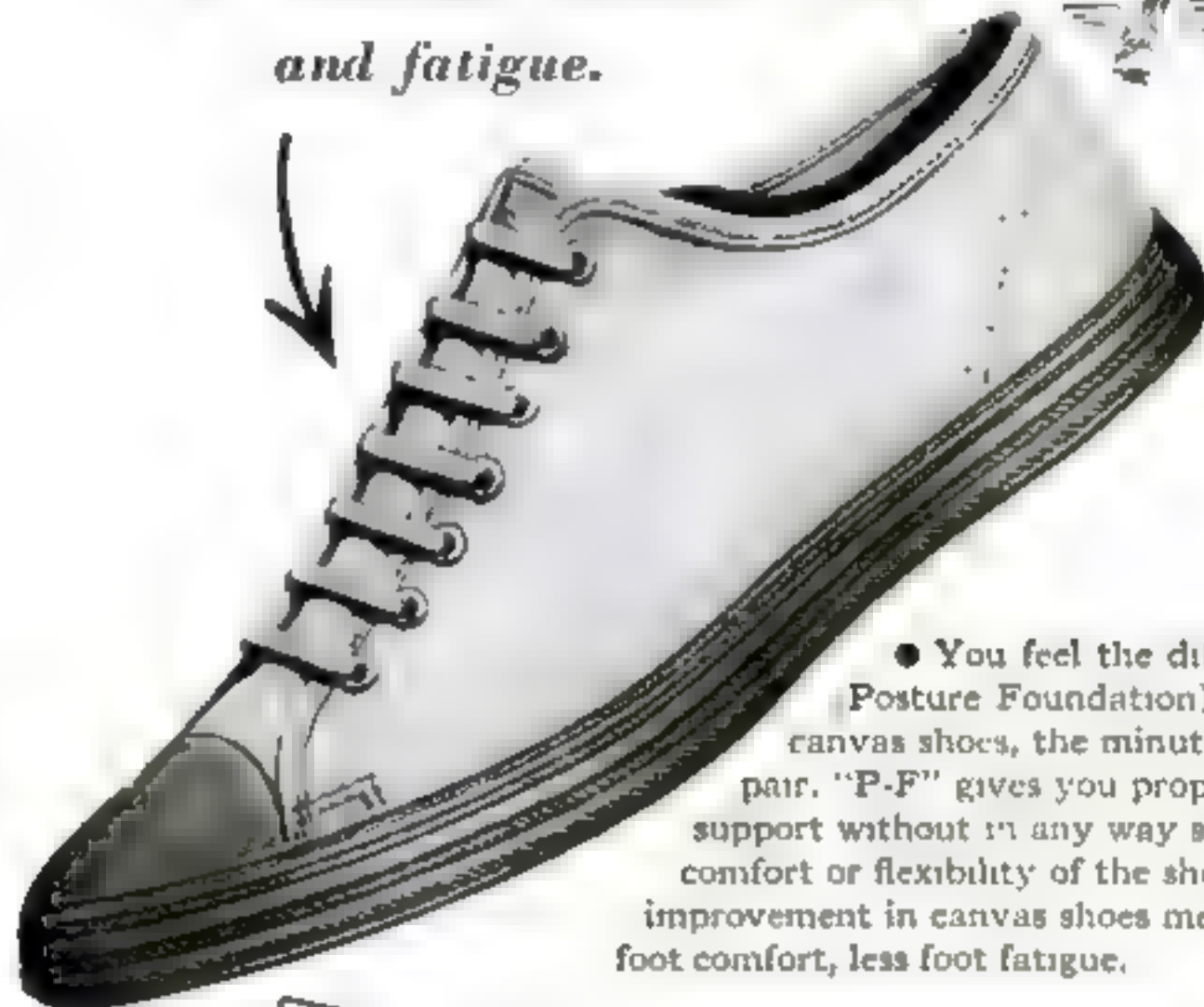
by JOHN HERSEY

PEIPING
Not long ago, needing some K rations for a story on which I was working, I went to headquarters of the Marine Corps in the Peiping area and put my problem before the adjutant, Warrant Officer Lionel Strathmore Reynolds of Cliffside, N.J., usually known as "Butch." Butch Reynolds is a handsome fighting man: he has the chest and shoulders of a wrestler, a lower jaw as big as a desk drawer and flashing eyes. He has been in the Marine Corps for 10 years, and before that he sold Standard Oil accessories, was a shipping clerk for the National Biscuit Company, served as bookkeeper and cashier for the Peter Pan bakery in South Orange, N.J. and sold Remington typewriters.

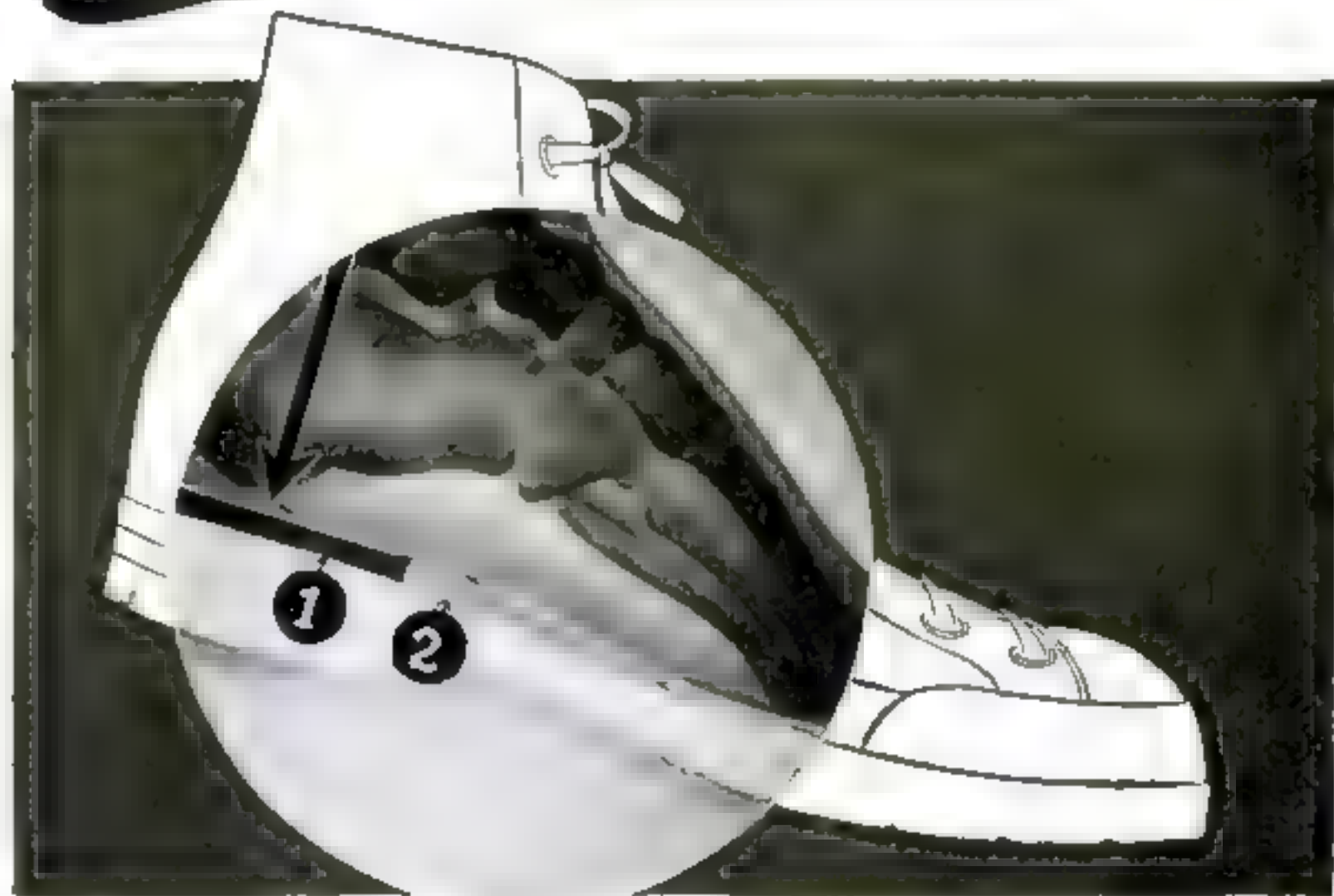
Like many Marine old-timers who have come up from

Canvas Shoes
with **"P-F"**
are better for your feet!

1. Guards against flat feet.
2. Promotes good posture.
3. Decreases muscle strain and fatigue.



• You feel the difference "P-F" (Posture Foundation) makes in canvas shoes, the minute you put on a pair. "P-F" gives you proper orthopedic support without in any way sacrificing the comfort or flexibility of the shoe. This basic improvement in canvas shoes means more foot comfort, less foot fatigue.



• This X-ray diagram shows why "P-F" is better for your feet. (1) The orthopedically-correct rigid wedge keeps the bones of the feet in their natural, normal position. (2) The sponge rubber cushion prevents tiring pressure on the sensitive area of the foot. Try a pair of canvas shoes with "P-F" and no other canvas shoe will ever satisfy you.

"P-F" means
Posture Foundation

— a Patented Feature found only in canvas shoes made by
B. F. Goodrich or HOOD RUBBER CO.



CONTINUED ON NEXT PAGE

"RAZZBERRIES!

-us tough guys
say to
summer
skin
troubles!



Here's how we lick chafes & prickles...

"I gotta admit I like beeyootiful, healthy skin as much as any baby—an' I hate rashes! So I make sure Mom uses the *best* baby powder on me—that's Mennen! It's *smoothest*. It's *antiseptic*—helps prevent diaper rash, urine irritation, lotsa other troubles. Sure helps prevent summer prickles and chafes. Get *this*—



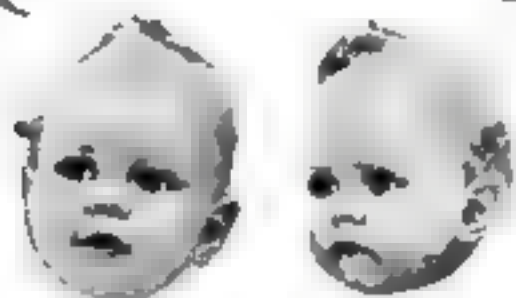
1. More baby specialists prefer Mennen *Antiseptic* Baby Powder than any other; they know best that Mennen Powder keeps baby's skin healthier, lovelier *
2. Mennen is *smoothest*—shown in microscopic tests of leading baby powders. Mennen powder is "cloud-spun" for extra smoothness—means extra comfort.
3. Makes baby smell so sweet ... new, mild, flower-fresh scent!

*According to surveys

MORE BABY
SPECIALISTS PREFER
MENNEN ANTISEPTIC
BABY POWDER THAN
ANY OTHER.*

4-TIMES AS MANY
DOCTORS PREFER MENNEN
ANTISEPTIC BABY OIL
AS ANY OTHER.*

*Twin Blessings
for Baby—*
MENNEN



©National Ad. Survey



TAN MORE BEAUTIFULLY, SAFELY, COMFORTABLY ... new beauty secret—mothers rave about their beautiful suntans (and baby's, too) with soothing, protective Mennen *Antiseptic* Baby Oil. Try it yourself now—best for baby, best for you!

LIFE'S REPORTS CONTINUED

the ranks, he is famous as a direct conversationalist. A colleague of his, using a football analogy, says, "All you have to do is give him that kickoff whistle. Butch will be in there for 60 minutes, gaining ground all the time." Apparently the request for K rations was a whistle blast. Butch was off. What he said in response turned out to be a wonderful impressionistic summary of the first half year the Marines have spent in Peiping since the war—the darnedest six months that ever was of Marine goodwill, noisy gaiety, homesickness, generosity, rowdiness, amours, sight-seeing, sentry duty, social climbing, political confusion and patting of small children on the head.

"K rations!" he thundered. "Why hell, that's easy. I wish everybody that came in here had a normal request like that. We get some of the *darnedest* people."

Butch reached for an enormous stack of calling cards neatly wedged into the big brass stand on his desk. "Now you take some of these. . . ."

He rifled through the pack, like a poker player trying to decide what game to call. "Here's a fellow who has been hung up by his thumbs recently," he said in a perfectly matter-of-fact way. He handed us a card on which was written "Major Yeneral Taiksoo Kay, Staff Officer, Headquarters, Jehol Border Garrison."

"Kay was a Korean," Butch said. "He was, you might say, a ringleader of a small band of robbers who peddled dope and stole things from a lot of people during the war. To top it off, he lived here in Peiping in a home that was formerly the home of a certain Greek, who died and left his property to his mistress. The Greek was tied in with the Japs, so Kay moved in on her around September. We called him the Billy Rose of Peiping, because he often wanted to throw these parties for us. But the parties were given to help cover up his past, which we didn't know anything about. I remember one party which was very successful, inasmuch as there were lots of toasts, complete with stateside whisky. After a while he called over this fellow who was dressed in soup and fish, with a collar right up to his ears. Kay reached into a drawer and pulled out a wad of bills that you could hardly hold in two hands and threw it to the fellow.

New
**TRANSFORMING
LIPSTICK**



*Pearls
in Wine*
*6

\$1

Transforms your personality. Dark in the stick, it blends to a clear, beautiful, natural brilliance. Stays on longer, without drying. Very indelible.

If your favorite cosmetic counter hasn't yet received the new Transforming Pearls in Wine Lipstick, send \$1.00 plus 20% tax to The Armand Co., Des Moines, 6, Iowa.

GRACELINE

handbag success



Chic, chunky, carry-all in a miracle, leather-grained plastic stays snowy inside and out with a whisk of a damp cloth & a bright idea—bow-knot frame of mock tortoise. At better stores, \$5 plus tax. Slightly higher west of the Rockies.

Graceline 27 W. 33 St., N. Y. 1

CONTINUED ON PAGE 20

*"Well, I finally
got her married!"*



WHAT A JOB—being bridesmaid for my sweet but scatter-brained cousin!

A few days ago, I thought I'd *never* get her down the aisle. And on top of everything, I found she hadn't bought a thing for her linen closet!

"Darling, you help," she begged. "Here's some petty cash—*could* you pick me up some sheets? 'Course, I couldn't *begin* to afford anything as luxurious as the dream-sheets *you* have, but I do need *something*..."

Uh-huh—I helped. And returned shortly with my best canary-feathers smile—and the smoothest, softest, whitest sheets a gal could touch fingers to!

"Behold!" I beamed. "Lovely, long-wearing Cannon Percale Sheets—twins to *mine*! What's more, you get some change. Cannon Percales put de luxe sleeping within *anybody's* reach!"

Grateful? You never heard such cries of joy! And ever since, she's been telling chums, "You *must* come sleep on my divine sheets—Cannon Percales! You'll see how smart *I* was to pick 'em!"



My own true-life experiences



As an engaged gal, I quizzed all my young-married friends about sheets. Found 'em living blissfully with lovely Cannon Percale Sheets—the sheets that reconcile percale tastes and slim pocket-books!

As a bride, I puffed with pride about my own lovely Cannon Percale Sheets. So smooth, so sweet-sleeping. Woven of special long-staple cotton. So fine that they have 25% more threads per inch than best-grade muslin sheets!



As a housewife, I'm enjoying my Cannon Percales anniversary after anniversary. (A budget-minded gal—or any other kind—*does* appreciate wear!) And Cannon Percale Sheets are so light—make bedmaking and home laundering heaps easier!

Another real Cannon value—Cannon Muslin Sheets! Well-made, long-wearing!

Cannon Percale Sheets

Cannon Towels • Stockings • Blankets ★ CANNON MILLS, INC., NEW YORK 13, N. Y.

Why not bring out the natural glossy highlights of *your* hair like Powers Models?



Miss Jane Gilbert, stunning Powers Girl, is thrilled the way beautifying Kreml Shampoo keeps her hair shining-bright and lustrous for days!

Positively never leaves any excess dull, soapy film. Men can't help admire shimmering highlights in a girl's hair. They like the soft, silky feel of it under their fingers.

So, girls—why not take a tip from gorgeous Powers Models who are famous for their naturally soft lustrous hair? Powers Girls use Kreml Shampoo to wash their hair! Kreml Shampoo is an arch conspirator for ensnaring your man. And here's why—

Silken-sheen beauty lasts for days. Kreml Shampoo not only thoroughly cleanses scalp and hair of dirt and loose dandruff but it actually brings out the natural sparkling highlights that lie concealed in the hair. Kreml Shampoo leaves hair so much softer, silkier, easier to set.

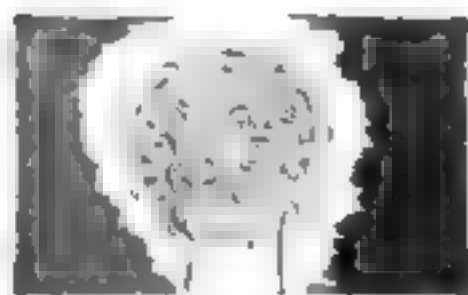
Wonderful to soften dry, brittle ends. Kreml Shampoo is so mild and gentle on your hair. It positively contains no harsh caustics or chemicals. Rather, it has a beneficial oil base which helps keep hair from becoming dry. It never leaves any excess soapy film that makes your hair so dull and lifeless looking. So be glamour-wise and always wash your hair with Kreml Shampoo—a trump card in any woman's bag of beauty tricks! All drug, department and 10¢ stores.



KREML SHAMPOO

A product of R. B. Seiler, Inc.
FOR SILKEN-SHEEN HAIR—EASIER TO ARRANGE
MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONIC

How to fix the entrancing hair-do above



First wash hair with Kreml Shampoo so that your hair will sparkle with its natural lustre. Set pin curls in direction of arrows.



Follow directions of arrows for setting pin curls in front. Notice how Kreml Shampoo leaves hair so much easier to set.



Showing proper position of braid. Kreml Shampoo is marvelous for thick, long hair, because it thoroughly cleanses each tiny strand.

LIFE'S REPORTS CONTINUED

"It wasn't long before the soup and fish was back, and behind him ten girls walked in, just like a squad, with the tallest one first. One of our colonels picked the smallest one up and threw her right up in the air. They were told to dance with us, so we danced. Then the girls marched out like a squad and we went home.

"About that time the Greek mistress, whose name was Anna Something-or-Other, reported on Kay and we began compiling data and the result was they finally apprehended him as a collaborator. They actually tied him up by the thumbs a couple or three days, trying to get him to talk. He was quite a guy."

Reynolds pulled out another card, that of Johnnie T. Ho. This one had written across it in ink, "For your so buy I'll be call on you afternoon sir."

"Johnnie's father is a big bug in the army in Tientsin," Reynolds said. "He is half Chinese and half Japanese. Where he comes into the play is that he had all these racy automobiles and lots of money. There was a fellow in the Spanish Legation who wanted to sell his car, a 1941 Studebaker Champion. Johnnie came in and I told him he could buy this car for \$3,000 gold. All he did was sit in the chair, without moving a muscle. He just said, 'Can't I buy it for \$2,000? I've got \$2,000 here,' and he reached into his pocket and pulled it out! I thought of strapping him up right there in the office! Can you imagine carrying two thousand bucks in your pocket?"



Reynolds slipped another card out of the pile. It was that of Miss Ming Che-tso. "This girl," he said, "is an attractive woman with a charming personality and also guts. She is now like a social secretary to the mayor of Peiping. During the occupation of the Japs here she was suspected of working for the Chinese. The

CONTINUED ON PAGE 23

You Owe it to Your Records to use Meritone Needles!



Meritone
America's Greatest
Phonograph Needle Value!

BEST by TEST
for High Fidelity

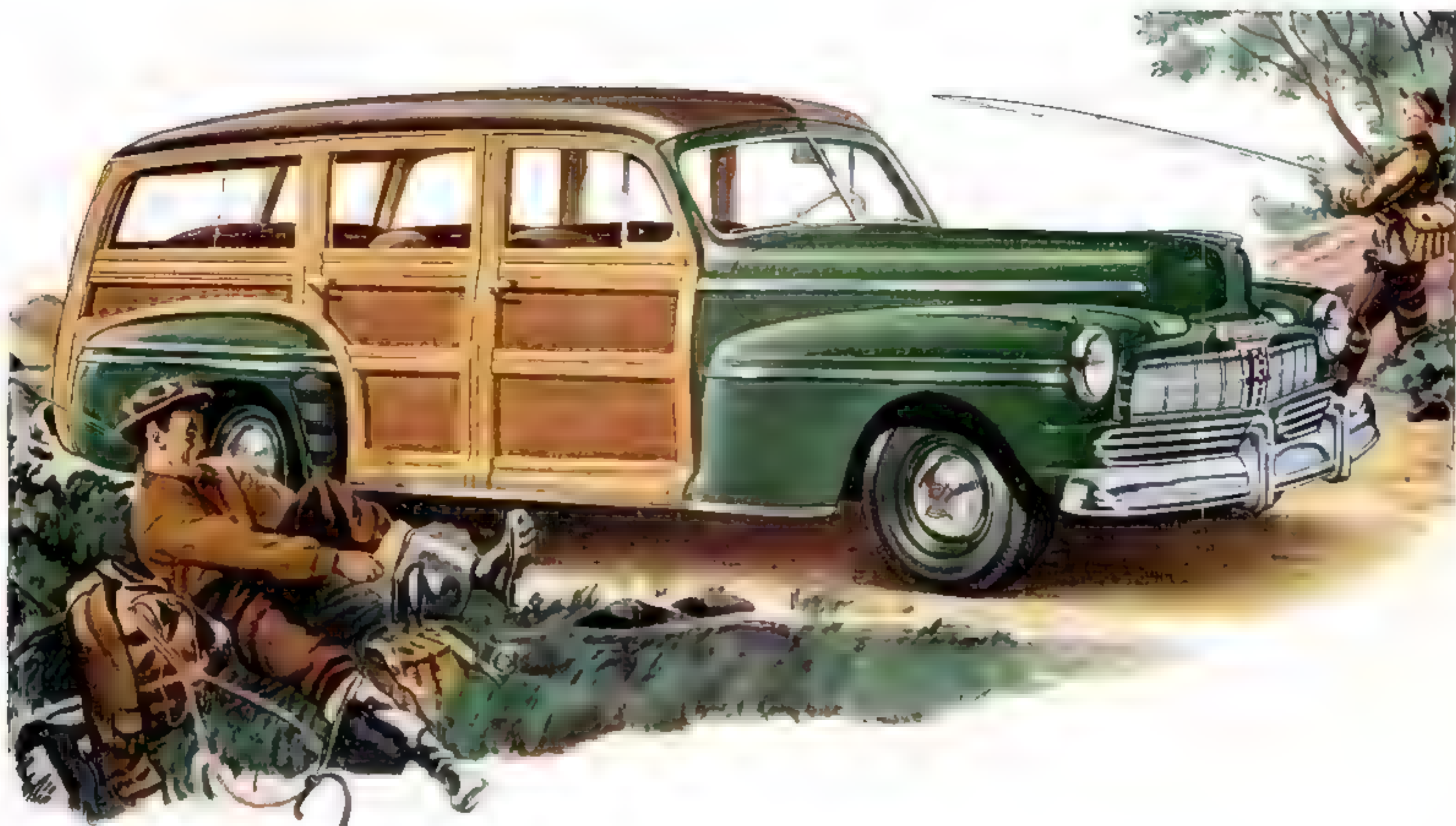
Unlike ordinary ground needles, Meritone needles, of fine highly polished Swedish steel, are turned on high precision machines to velvet-smooth rounded points... float in the grooves... preserve your records. Each plays 12 or more records with exceptional fidelity, without surface scratching, noise or chatter. Get the best—get MERITONE! International Merit Products Corp., N. Y. 19

Meritone 10 for 10¢ • 25 for 25¢

Lady Crosby
matched
DIAMOND RING SETS

Exquisite 14 Karat Gold mountings of distinguished design, are available at leading Jewelers, from \$55 to \$1000. Write for booklet and name of nearest dealer. A. Cohen & Sons Corp., 27 West 23rd St. New York 10.

Made by the Designer of
Gaudy Jewelry for Men & Women



More OF EVERYTHING YOU WANT WITH Mercury

For more real fun, here's the car for you—the spirited Mercury Station Wagon. You'll like its country club styling... and its practicality too! Here is the answer to all your motoring needs. More capacity... it carries eight in comfort! More usefulness... it does utility hauling! More beauty... its youthful smartness is equally at home in town or country! Drive it, and see why Mercury gives you more of everything!

MERCURY—DIVISION OF FORD MOTOR COMPANY



MORE ROOM Look inside! Ample room for eight, with space to spare! Those comfortable seats are genuine leather, skillfully tailored in a choice of colors: tan, red or gray. It's a big, handsome car, for big families with lots of friends!



MORE STYLE Superb design and coachwork give the Mercury Station Wagon a smart, custom-built look. Maple body framing is combined with birch or deep-toned mahogany panels, for extra richness. A stand-out, wherever it goes!



MORE CONVENIENCE By far, the most useful type of car on the road! Center, rear seats are removable to triple storage space. Sloping tail-gate lowers for easy loading and added length. Here's all the room you need, and more!



It's Love Everlasting

When Romance Starts
with a LANE

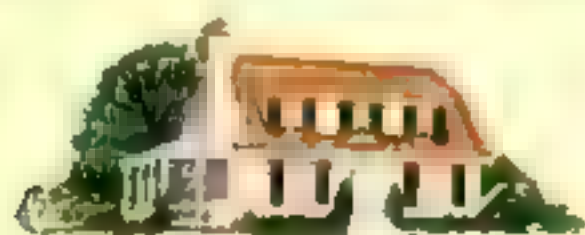
The Gift That Starts the Home

Today's sweethearts know—happier marriages begin with a Lane Hope Chest romance. For Lane, the gift that starts your home, says, "I love you forever." It's the beginning of life's sweetest dreams come true. Whether you plan a traditional or modern home, you'll find a Lane to harmonize perfectly, for Lane Chests are available in many beautiful styles and woods, at a wide range of prices.

It's Love for Keeps with Lane—

The Only Tested AROMA-TIGHT Chest in the World

Your precious, lifetime treasures are safe with Lane. It's the only chest that has all these guaranteed Aromatization features: 1. Tested aroma-tight protection. 2. Exclusive aroma-tight features. 3. Built of 3/4-inch aromatic Red Cedar in accordance with U. S. Government recommendations. 4. New, waterproof Lane-welded veneers will not peel. 5. Chemically treated interiors even aroma flow, prevent stickiness, and add life to the chest. 6. Free moth insurance policy written by one of the world's largest insurance companies. The Lane Company, Inc., Dept. L, Atlanta, Virginia. In Canada: Knatchells, Ltd., Hanover, Ont.



THE GIFT THAT STARTS THE HOME

LANE

Cedar HOPE CHEST

A MILLION MAIDENS YEARN FOR THIS ROMANTIC LOVE GIFT



For the Bride

No. 2120. This chest beautifully combines American Walnut and Walnut stump with exotic Oriental wood and African Zebra wood. Has Lane patented Automatic Tray.

~~49.50~~

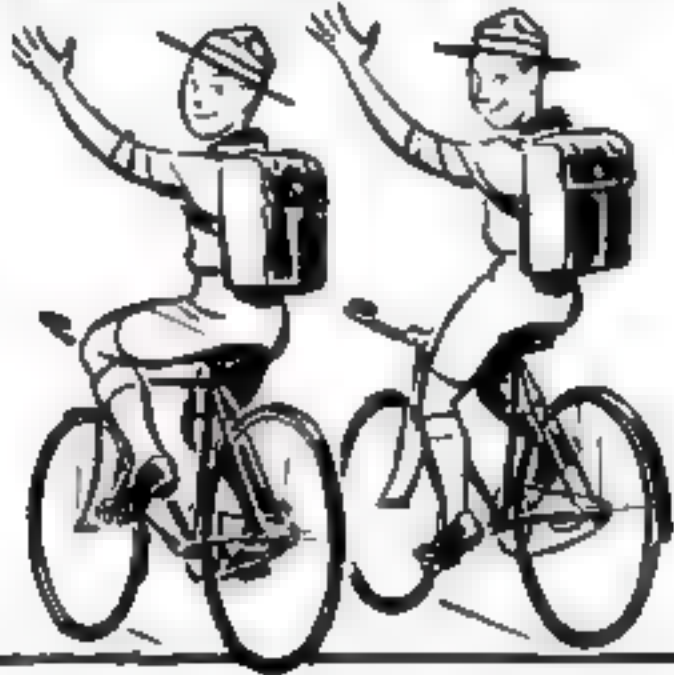
Subject to P.A. ext. not slightly higher in Canada
Other Lane Chests at Popular Prices

To Men and Women in the Armed Services: If you wish to buy a Lane Cedar Chest and do not know name of Lane dealer where chest is to be delivered, write us.



No. 2087. American Colonial design. Lovely Honduras Mahogany exterior with top rubbed to soft satin finish. Has Lane patented Automatic Tray.

4 Good Scouts!



YES, four of them, right in this picture! There's the team of smiling scouts hitting the open road — and the two trusty New Departure Coaster Brakes — good scouts if ever there were any!

Always dependable, in fair weather and foul, these quick-acting, free-rolling brakes will bring you to a flash stop — or will give you a long, smooth coast. And they'll pass all tests for durability, for they're dustproof, leakproof, built to stay adjusted. Greatest in power, lightest in weight... they're tops for cycling fun.

Give your bike a break with the

New Departure
Coaster Brake — "The Brake of the Day"

New Departure, Division of General Motors, Bristol, Conn.



You'll blaze a Coartree trail in these Bar F. B. "Slackers" . . .

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LIFE'S REPORTS CONTINUED

Japs arrested her and placed her in a sitting position on a hot stove. They asked her to talk. She said she wouldn't. They said, 'How long do you think you can stand sitting on a hot stove?' She said she didn't know, she never had sat on a hot stove before."

"Here is a nice old fellow," Reynolds said, pulling out the card of Padre Faust, *procureur*, Frères Maristes. "He is a 70-year-old French priest with a bulbous nose and is the *procureur* of the Chala Monastery, eight miles outside the town. He was a chaplain during the Boxer Rebellion in Tientsin and assisted the Americans greatly. His monastery makes the best wine, cognac and champagne in China. Well, one day they were going to billet these Chinese troops in the building where he had all his grapes and he was afraid they were going to eat all the grapes before he could get them pressed. Naturally we were greatly interested in maintaining his establishment in good order and therefore we had to issue an order to have the Chinese billeted somewhere else."

Reynolds put the pile down. "I had a lot of French cards in here—but I got so mad at them that I threw them all out. These Frenchmen were here all through the war and actually were in-between, without committing themselves either way, so they had a fairly easy time of it. Of course, I heard the wife of one of them say that she couldn't even get olives during the war! Imagine! Some of them said it was so bad they could only put 20 or 30 eggs in their custard! Things were really tough! Most of them, in my estimation, were very fawnlike. They were inclined to jump from one side to the other, depending on who was in power, and fall all over them. They got on well with the Japs from what we hear and they seemed very cordial to us. They were the only white element here, the only social set, so they received the best attention from our people—much better than the poor Weihsien internees that were supposed to be American citizens. But then they started an undercurrent of a lot of French gossip about the conduct of American troops here, which was false and enlarged, so I just tore up their cards."

At this point Reynolds stood up and began to walk back and forth in front of his desk.



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LIFE'S REPORTS CONTINUED

"We've had all sorts," he said. "We've had people that were looking for their fathers, trying to track down their husbands—also Marines. We had a Russian swindler who was swindled by a couple of American aviators and came in to cry on our shoulder about it. Not long ago we had the head of the Chinese secret police, who offered us the use of 3,000 spies here in Peiping, a very friendly fellow. He was killed the other day in an airplane accident."



"There was one gentleman, I wish I could remember his name—a British general. He had one arm, one leg and one eye—and the hell of it was, they weren't all on the same side. A really typical soldier, very straight and proud. I had some cigars on my desk and I offered him one and he almost uncorked his wooden leg getting it. He said he hadn't smoked a cigar in months, so while he was in with the general he left his hat in my room and I filled it with cigars."

"We've had Nazis and salesmen and old artists and Japs—two kinds of Japs, the dyed-in-the-wool kind that still hate us and the so-called democrats that pretend to like us so they can get repatriated real fast. We've had a very high-degree Mason and a Portuguese schoolteacher who cried in my office, so we hired him as head of all our coolies, and a Chinese major general who thought for a long time that I was a U.S. general. He used to salute me first with the right hand, then with the left hand. We also had my congressman from the eighth district of New Jersey, Mr. Gordon Canfield; it was very nice to talk with him and when he got home he was kind enough to call my wife. And lots of cute Chinese school kids coming in for American stamps, which we'd save for 'em."

Butch Reynolds sat down again. "K rations?" he said. "What could be easier?"



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LIFE'S COVER

The 60-year-old country philosopher on this week's cover is Tom Allen, one of the Ozark characters Leonard Hall talks about in his widely read St. Louis *Post-Dispatch* column (see pp. 138-141). Tom is a farmer and lives with his wife on a remote 120-acre patch deep in the Ozark hills of southern Missouri, 18 miles from the nearest store. Life on Tom's farm is not easy. It has generated in him, as in most of his neighbors, a fierce and abiding spirit of independence.

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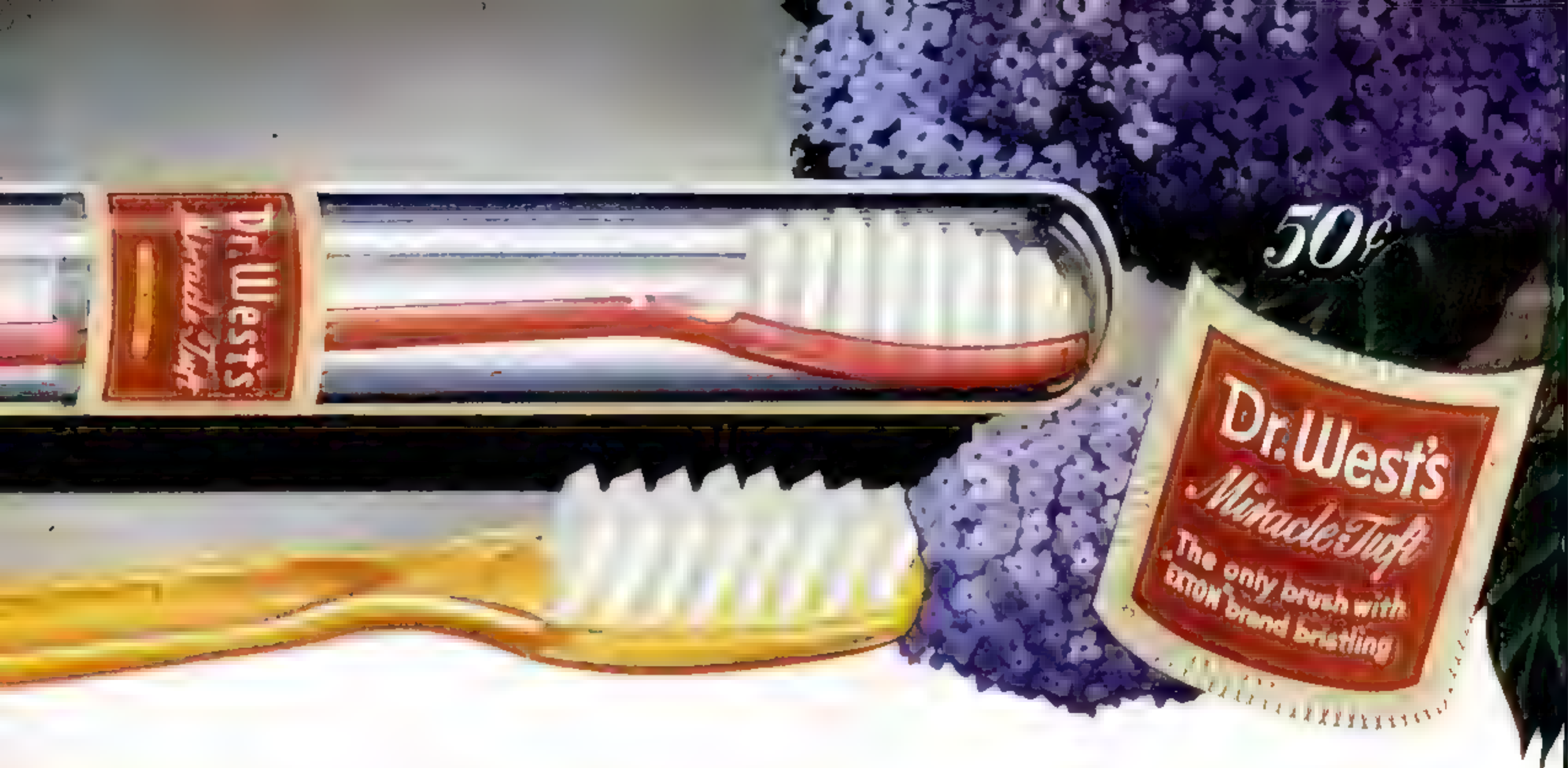


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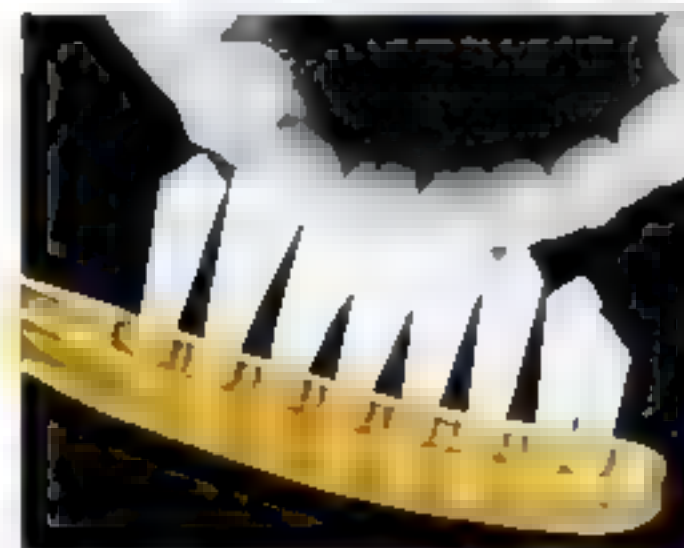
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Inside



Outside



In Between



On Top



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LIFE'S PICTURES

While photographing India's leaders on her first postwar trip for LIFE (pages 101-107), Margaret Bourke-White spent much time in Gandhi's colony at New Delhi. During her stay Gandhi's secretary, Pyarelal, tried to teach Miss Bourke-White primitive Hindu spinning. He had limited success and, after consideration, admitted photography and spinning were both handicrafts. "But," he added, "the greater of the two is spinning."

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U.S. TESTS ROCKETS IN NEW MEXICO

On May 10 the Army reminded the U.S. how science multiplies the hazards of future atomic wars. At glaring White Sands Proving Ground in New Mexico it shot off the first of a series of captured German V-2 rockets to be tested through the summer. During the late war V-2 had carried one ton of ordinary high explosive a maximum distance of 230 miles. In another war similar rockets

might carry atomic bombs anywhere in the world.

The main purpose of the Army ordnance tests was to prepare the U.S. for the possibility of such a war. Since German rocket technology had been by far the world's most highly developed, the Army hoped that the U.S. could improve on it by an exhaustive study of the V-2. At the same time the Army prepared possible defenses against rock-

ets by testing its radar against the V-2 in flight.

But the V-2 tests were to be more than a development of new weapons and defenses. The first New Mexico V-2 carried only a radio beacon for the radars to follow and track. Later rockets would carry aloft instruments which would send back information about temperature, gases and cosmic rays in the earth's little-known upper atmosphere.

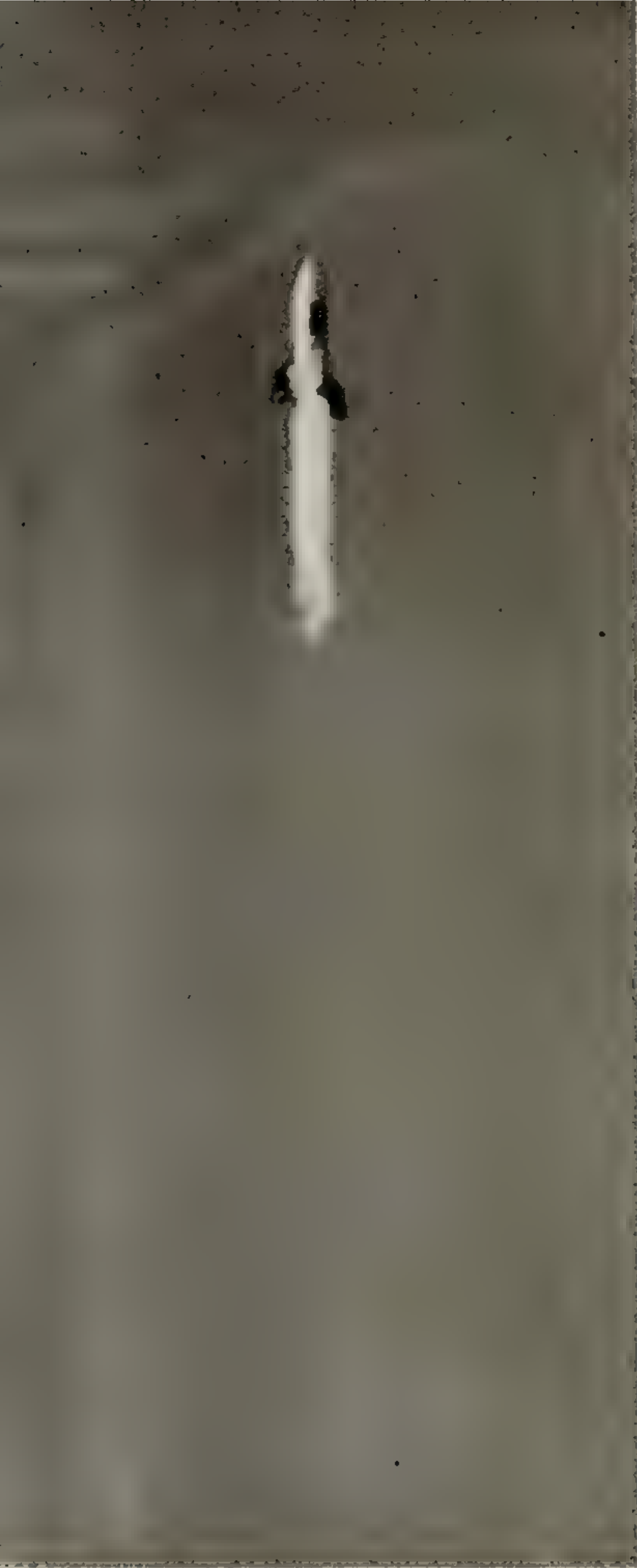


READY TO START (ABOVE), THE V-2 ROCKET SPOUTS FLAME. 130 FEET UP (NEXT PICTURE) THE ROCKET GOES ONLY 60 MPH. IT HITS SPEED OF 675 A FEW SECONDS

V-2 TAKES OFF

Balancing perfectly on its fiery tail, the V-2 rocket rose almost straight up from the New Mexico desert, vanished in a cloud of its own vapor and returned five minutes later to make a great hole in the sand 37 miles away. Its thrust had taken it 72 miles

upward. Starting off slowly with a small, crackling noise, it picked up speed with a huge roar. Before the end of the first minute it was making 2,900 mph. At this point, with a tenth of its fuel still unused, the V-2's power was cut off by radio,



LATER (PICTURE DIRECTLY ABOVE.) UP 21 MILES, AS IT PASSES OUT OF SIGHT GOING 2,900 MPH, POWER SHUTS OFF AND DARK WAKE CHANGES TO WHITE VAPOR

according to a cautious plan. Although the ascent was orderly, Army Ordnance did not want to take chances on its going out of the 125-mile range of White Sands Proving Grounds. Later rockets will be sent to maximum height, a probable 120 miles.

While the power was on, the V-2 left a straight dark streak of carbon exhaust in the air (see picture at right), much like gasoline exhaust. When the ground controls failed to close the valves completely, a heavy cloud of vapor streamed out behind and

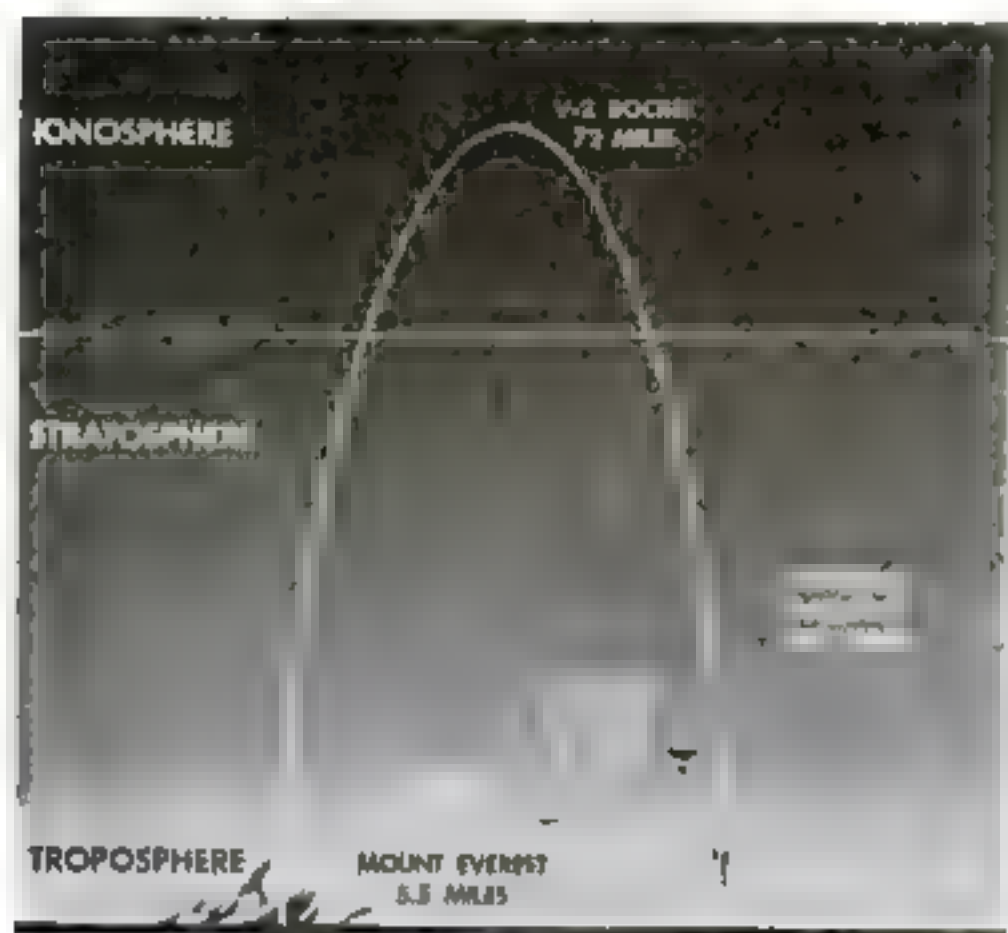
was quickly blown by the stratospheric gales into a crude spiral visible from ground even though it was 21 miles up. From there, though the power was shut off, momentum carried the rocket into the ionosphere where there is no sound and the sky is black.



V-2 ASSEMBLY reaches final stage in desert hangar. Tail section is being wheeled into place to fit over the

motor. On steps at left soldiers are installing the steering mechanism. Behind them is pointed warhead. The mass

of pipes coiling around the motor are fuel lines bringing alcohol and oxygen from the middle body of rocket.



TRAJECTORY OF V-2 is compared with the greatest heights reached heretofore. Later flights will go higher.

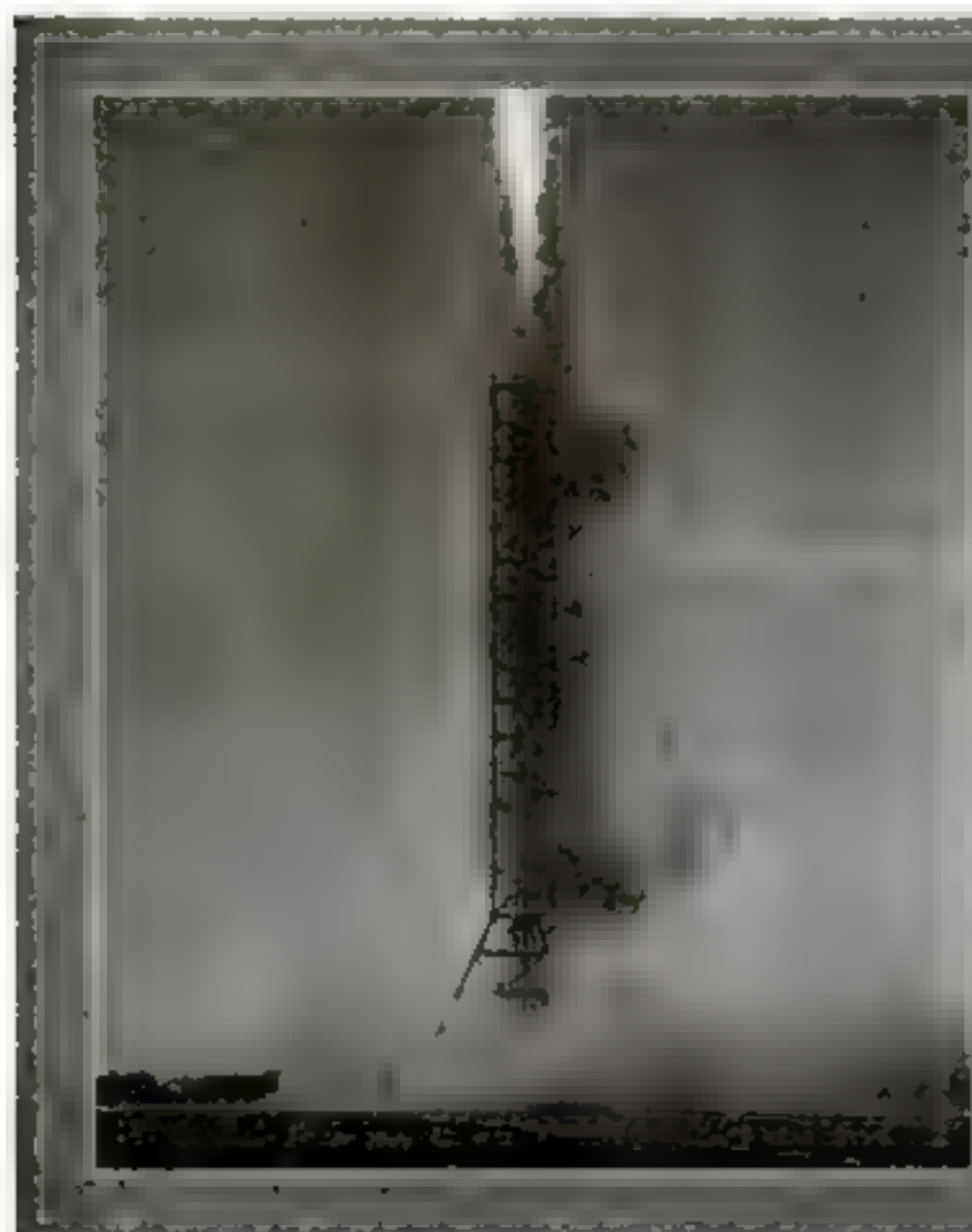
U. S. ROCKETS ARE MADE FROM CAPTURED GERMAN PARTS

The V-2 rocket fired at White Sands was part of the spoils of war seized by the U.S. Army in Germany. At Nordhausen and Peenemünde, the Americans found enough parts to make 100 V-2s. They also found a group of German experts who took great pride in showing how to put the parts together. The parts and the experts were shipped to White Sands.

Keys to German success with V-2 were its fuel pumps and gyroscopic controls. The pumps are driven by a dwarf steam engine which develops 580 hp from the combustion of hydrogen peroxide and permanganate. This forces liquid oxygen and alcohol at high speeds into a combustion chamber. Combining there, they burn in a fierce flame which spurts out at 6,800 feet a second past the tail fins.

Gyroscopes set before the take-off control these fins so that at proper time they will move, changing the course of the rocket and aiming it at the target. During the war V-2s were accurate only for area bombing, could not be aimed at any specific target. With atomic bombs, of course, area bombing will be sufficient.

The main body of V-2 (above) is entirely filled with alcohol and liquid oxygen. In the nose are warhead and gyroscopes. At tail is motor. V-2 fired in New Mexico had no explosive in its warhead. Though the Germans found that one in five V-2s misfired, their rockets were still far ahead of anything developed by Americans, whose best rocket was small 16-foot-long WAC Corporal (see below).



WAC CORPORAL, U.S. Army's small 700-pound rocket, goes off so fast that camera cannot catch it. With aid of rocket booster, it hits speed of 800 mph in a second.



IT COMES APART in mid-air as booster falls off and the WAC Corporal goes on. Unlike the V-2, WAC has no steering device, can be used only for weather study.



EIGHT-FOOT BOOSTER buries itself, only part of WAC to be recovered. Army experts say Germans had 12-year start, admit WAC is inferior to V-2 in every way.



EVEN WITHOUT EXPLOSIVE WARHEAD, V-2 DUG DEEP CRATER WHEN LEFTOVER FUEL BLEW UP. MAN SEARCHES FOR FRAGMENTS IN POOL MADE BY UNDERGROUND SPRING

WHY KID AROUND?

THERE IS NO "MISUNDERSTANDING" BETWEEN RUSSIA AND THE WEST. THERE IS A CONFLICT

The cartoon at the right is reprinted from the *New York Times* of Sunday, May 5. It appeared while the Big Four were deep in negotiations at Paris, trying (in vain) to reach agreements that would make possible a treaty of peace for Europe. On that quiet Sunday morning Americans who saw this cartoon probably paid little attention to it. Maybe they thought it was a little sappy. But it was and is a very interesting cartoon because what it says is 100% wrong. It is therefore a dangerous cartoon, for the misrepresentation in it stands between the American people and their understanding of what is actually going on in the world today.

There Is No Misunderstanding

"Misunderstanding?" Maybe six months ago Secretary of State Byrnes was a little confused about the world situation in general and the Russians in particular, but he would probably laugh grimly at this cartoon today. He would probably say that he has come to understand the Russians only too well. Bevin and Bidault would also laugh grimly at this cartoon. And the man who would laugh the most grimly is Molotov, or any topside Russian.

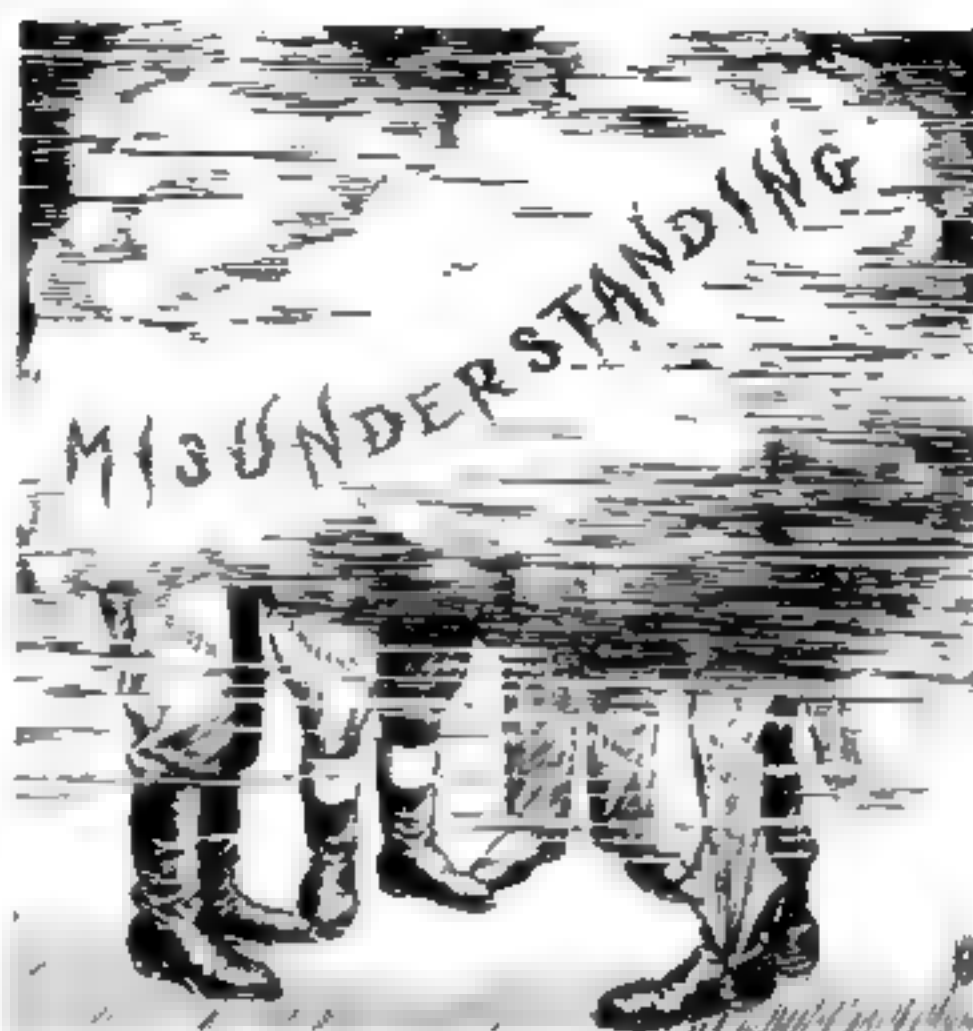
Byrnes, Bevin, Bidault, Molotov—what is it that they understand? They understand each other. Therefore they also understand that they are all parties to an intense, implacable conflict going on not only around their conference table but in all parts of the world today. They know they are in a terrific fight, and they all know that each of them knows it.

How then could the *New York Times*, the foremost U.S. newspaper, indulge in such nonsense? That is easy, and easy to excuse. The cartoon expresses an American mood which has dominated the great, sensible majority of U.S. newspapers and magazines and is still the easiest mood for any good-natured American to fall into. We just don't want to believe that we cannot reach a fair, decent agreement with the Russians which will really end the war and usher in a nice, long peace. If the Russians are difficult, let us be patient; it must be our fault or Britain's. So we tell ourselves. The *New York Times* has on the whole been very conscientious in reporting bad news about Russia, yet it can relapse into this natural optimism. *LIFE*, too, has tried to present the facts as we saw them; but in an editorial on this page when the Paris conference began, we optimistically hoped that the foreign ministers would agree.

They did not agree. And it is now time to state our bald conviction that they never will agree. The notion that the Western powers and Russia can iron out their differences around a table and that peace will thereafter spread normally and automatically through the tired tissues of the nations—that notion is a falsehood and a delusion. There is neither real peace nor the prospect of it. It is time to face the truth.

"World War III"

What truth? That war between Russia and the West is inevitable? Certainly not. No war is inevitable, and there are many ways in which "World War III" can be avoided. What truth then? Simply that a political and diplomatic



"SMOKING" THE PIPE OF PEACE

conflict is already going on between Russia and the Western powers in all parts of the world.

The American people have probably been ahead of their press and their political leaders in recognizing this fact. The *Fortune* and Gallup polls have, since V-E Day, registered a marked increase in popular skepticism about the intentions of Soviet Russia.

Yet the American people are not nearly so vividly aware of the reality of the actual conflict as are those more directly concerned, notably the Europeans. There is comparatively little talk in Europe today about World War III, partly because the Europeans are too weak and hungry to fight it, but also because they are already in it. No European today enjoys the luxury of speculation about Russia. If he is not already on the Russian side (via a Communist party), he is either frankly anti-Russian, looking for a hiding place or waiting opportunistically to see whether the non-Russian side will offer him any hope. It is also never to be forgotten that the vast majority of Europeans are anything but Communists, as evidenced by every election in Europe since V-E Day that could be remotely described as free.

The No. 1 diplomatic problem of Europe today is Germany, as Walter Lippmann pointed out on his recent return from there. At Paris Jimmy Byrnes made a sincere and constructive proposal for a 25-year Big Four treaty to keep Germany disarmed, hoping this would allay Russian "fears." He got nowhere with Molotov. Yet our present occupation policies, dictated by the obsolete Potsdam agreement, simply cannot go on. The U.S. has got to decide what we mean to do with Germany beside starve and destroy it. The Russians, by unilateral and very Russian methods, are making a going concern of their zone; we must take at least as much responsibility for ours.

To bring our zone of Germany back to life, it has been hinted that we may now try to merge it with the British and French zones. A few weeks ago this might have been condemned as playing an overtly British game, a step toward an anti-Soviet Western bloc. Today that criticism is hollow. Why kid around? The only way to make any headway against Russian aggression in Europe is to have alternatives that

do not depend on Russia. It is something to be thankful for that Byrnes, while still leaving the door open for Russian cooperation, has apparently reached that point.

Asia too

In Asia the same conflict rages, and there it is a shooting war. Last August, when Soong and Stalin made their treaty, it looked as though there could be real peace in Asia; again in March it seemed that General Marshall's pacification was going to stick. Today these hopes have proved illusory. The Russians broke their word about leaving Manchuria and left a looted land in Communist control. The Communist leader Mao Tse-tung recently went to Moscow, reportedly to dicker for guns to intensify the civil war. If the U.S. still hopes for a free, united China, it must be prepared to back its traditional policy with fresh and more concrete evidence—such as food, money and machines—of U.S. might.

So it goes all over the world, this conflict between Russian and Western aims and ideas. It goes on in Korea, in Iran, on the Mediterranean, in Latin America, in Turkey and in France. It goes on inside American labor unions, in the U.S. government and in Madison Square Garden, where only last week a U.S. senator, Claude Pepper, bespoke the Russian cause. The conflict is nothing for Americans to be afraid of or to lose their heads over. But it can no longer be ignored in the dreamy pretense that somehow peace will come when we get back to Big Three unity, cemented by toasts, interpreters, *spacibo's* and *okays*.

If we Americans want real peace, we will have to get used to the idea of living with this conflict, as our diplomats have learned to do. We shall have to work hard and sleeplessly at the tough game of power politics and diplomacy. Perhaps Americans do not wish to make this effort. The mood of Congress, which has just committed the extravagant folly of emasculating the draft law, seems to indicate that the country is not up to a continuous effort of will. If so, we will all wake up someday to find our allies divided, our prestige gone and a Russian war that could have been prevented threatening the world. If Americans want to go to sleep, let them at least know what chance they are taking. Let them know that a conflict now rages. Let them know the score.

PICTURE OF THE WEEK:➔

Out of the front door of the Ritz in Paris last week sauntered Barbara Hutton. She was wearing a sweater, tennis shorts, bobby socks, loafers and a nonchalance suited to one long known as the richest girl in the world. Not finding her Rolls-Royce at the entrance, Miss Hutton tried to re-enter the hotel. But an assistant manager confronted her. The King of Cambodia had just arrived, he said, and it would be unfortunate if he should see Miss Hutton thus attired. Miss Hutton, said the manager pointing, would have to use the back door. Miss Hutton received this first with a blank look, then with the blank statement that she had the same rights as a king. Then she marched into the front door. Fortunately the King of Cambodia did not see her.



In Paris an assistant manager bars Barbara Hutton
from front door of the Ritz because she is in shorts



LORD HALIFAX BIDS FAREWELL to the butler of the British embassy on an embassy terrace in Washington. The butler, Sidney Madlam, has served the em-

bassy for 16 years—15 years longer than Halifax. Halifax had asked to be relieved of his duties last year but agreed to stay on until this spring. He is 65 years old.

HALIFAX BIDS U.S. FAREWELL



NEW AMBASSADOR enters embassy in December 1941. Arriving in U.S. on battleship, he was personally welcomed by Roosevelt, an unprecedented honor.



HE WAS GRIM when egged in Detroit in 1911. His reported but actually apocryphal remark: "Fortunately people are able to use eggs for such a purpose."



HE WAS HELPFUL to the working press. At the San Francisco Conference in May 1945 he humbly held a reflector for a photographer who was taking a picture.

PHOTO ALBUM SHOWS HOW BRITISH AMBASSADOR LEARNED AMERICA'S WAYS, GAINED ITS AFFECTION

Not by temper, nor by breeding nor yet by physique was Edward Frederick Lindley Wood especially fitted to be Britain's ambassador to the U. S., its highest diplomatic post. He was a sensitive, extraordinarily polite, deeply religious member of the upper class, with all the savvy reserve of a man of abnormal height (6 feet 4 inches). This diffident peer replaced Lord Lothian, one of the most popular British ambassadors ever sent to the U. S.

Yet in his five years here Edward Wood, Earl of Halifax, did a great deal to turn U. S. British friendship into a close political association. He did it by traveling widely, making many friends, accepting not only U. S. customs but U. S. idiosyncrasies. When he sailed for home last week to be replaced by Lord Inverchapel, he took with him much American affection and many American memories, of which the pictures below make a kind of scrap-book.



HE HUNTED FOXES at Unionville, Pa. in March 1941 with J. Phunkett Stewart (right). Some Americans were critical of such activities in time of war.



HE SAW ROOSEVELT frequently on official business. Above: they meet at dedication of the Woodrow Wilson birthplace in Staunton, Va. on May 4, 1941.



HE LEARNED BASEBALL by watching it. At his first game in 1941 in Chicago (above) he autographed a ball. When given a hot dog, he asked, "What's inside it?"



HE DRANK BEER with U. S. and British seamen whom he invited to a British embassy party held in 1943. He proved a gracious, quietly humorous host.



HE COULD UNBEND, as with his dog (above). Yet he maintained his reserve when one of three soldier sons was killed in war, a second (left) lost both legs.



HE YAWNED during an Oklahoma coyote hunt to which, as an avid hunter, he was invited in 1945. Yawn was a rare lapse—Halifax's manners were punctilious.



HE WORKED HARD at his jobs. At San Francisco last May he took over chairmanship of the British delegation after more glamorous Anthony Eden left.



HE AIDED in vital agreements, last December signed the \$3,750,000,000 British loan with Assistant Secretary of State Clayton, Economist John Keynes (right).

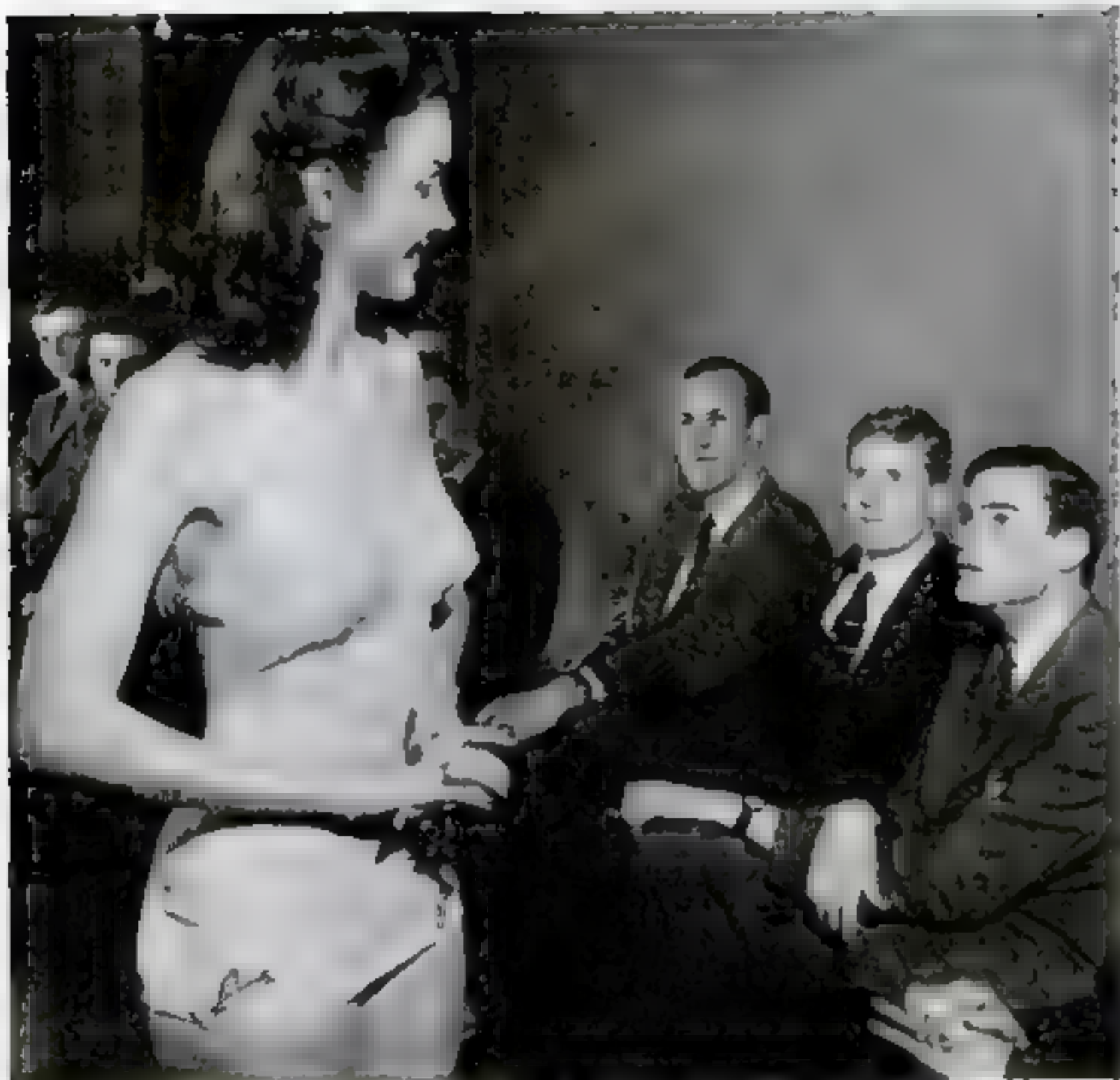


HE COMPLETED a long list of major ambassadorial duties this spring by playing host to Winston Churchill when the former Prime Minister visited this country.



HARVARD'S TASTE in college girls parades before three Harvard men who are judging the eliminations. Contestant Ruth Thomas (left) qualifies as a college girl by *Lam-*

poon standards because she is a student at the B-shop-Lee Theatre School in Boston. Rosemarie Drennan is a graduate of College of Arts and Industries in Kingsville, Texas.



THREE JUDGES REGISTER (LEFT TO RIGHT) APPROVAL, INTEREST, DOUBT

HARVARD COLLEGE HUMOR

"Lampoon's" beauty contest is sabotaged by ringer

The editors of the Harvard University *Lampoon*, a comic magazine, and the *Crimson*, a newspaper, devote much of their undergraduate energy to a feud which consists largely of kidnaping each other's editors and each other's mascots. Last week, when the *Lampoon* editors heard of a statement by Broadway's Billy Rose that beautiful girls do not go to college, they put on a college girl beauty contest and challenged Billy Rose to enter his show girls against them. Promptly the *Crimson* saw its chance, sneaked a non-college ringer onto the *Lampoon's* team. So the *Lampoon* editors threw the *Crimson* editors out of the contest hall; the *Crimson* editors jabbed holes in the *Lampoon's* punch bowl, and the *Crimson* spy was tossed off the *Lampoon* team. When Billy Rose heard of the ruckus, he solemnly professed outrage at having been pulled into a publicity stunt, refused to let his team compete.



"CRIMSON" SPY gets her instructions from editors. She is Marjorie Conlin, alleged Southern California coed. She never went to college, has never been west.



HARVARD'S TEAM (above) had its own beauty contest when Rose backed out, selected Pembroke College's June Miller (center) and Erskine School's Carla Hawley (seated, right) as winners. Below is Rose's team which was supposed to compete with Harvard's team.





THE KLAN'S "GRAND DRAGON," SAMUEL GREEN, AN ATLANTA DOCTOR, IS SURROUNDED BY HIS ASSISTANTS



WHITE-SHEETED KU KLUX KLAN MEMBERS STAND BY

THE KU KLUX KLAN TRIES A COMEBACK

It pledges initiates in a mystic
pageant on Georgia's Stone Mountain



THE KLAN'S SECRET RITUAL, exposed here by Klansman, shows how member goes to meeting. He first scratches a cross on door. Alternate signal is three knocks



ENTERING THE MEETING, he lifts American flag very slowly to his heart, gives American salute and then Confederate salute (above). Confederate flag is on table.



SIGN OF THE KLAN is this spread-eagle cross. One of the Grand Dragon's Cyclops always stands near the door, watches every move carefully on lookout for spies.



A BURNING CROSS DURING MAY 9 INITIATION. STONE MOUNTAIN CEREMONY WAS PUT OFF MANY TIMES, KLANSMEN SAID, BECAUSE OF WARTIME SHEET SHORTAGE

On the evening of May 9 at 8 p.m. a mob of fully grown men solemnly paraded up to a wide plateau on Stone Mountain, outside Atlanta, Ga., and got down on their knees on the ground before 100 white-sheeted and hooded Atlantans. In the eerie light of a half-moon and a fiery 200-by-300-foot cross they stumbled in lock step up to a great stone altar and knelt there in the dirt while the "Grand Dragon" went through the mumbo jumbo of initiating them into the Ku Klux Klan. Then one new member was selected from the mob and ceremoniously "knighted" into the organization in behalf of all the rest of his fellow bigots. During the two-hour pageant the more privileged members of the Klan padded about with an electrically lighted cross. Said a local Baptist minister of the exhibition, "The ghastly spectacle of hooded human beings trekking . . . to Stone Mountain to burn a cross . . . is a sad commentary on the words of the Son of God: 'And I, if I be lifted up from the earth, will draw all men unto Me.'"

This was the first big public initiation into the Klan since the end of World War II. It was put on at a carefully calculated time. The anti-Negro, anti-Catholic, anti-Semitic, anteforeign, antiunion, antidemocratic Ku Klux Klan was coming out of wartime hiding just at the time when the C.I.O. and the A.F. of L. were starting simultaneous campaigns to organize the South and just at the time when Southern politicians were starting their campaigns for state and national offices. Georgia's former "white supremacy" Governor Gene Tammadge is trying a comeback this year and has said that he will "welcome" the support of the Klan. But it is doubtful that the Klan can become as frighteningly strong as it was in 1919. One indication of the Klan's impotence was its lack of effect on Negroes, who were once frightened and cowed by the white-robed members. More than 24,000 Negroes have already registered for next July's primaries in the Atlanta vicinity alone, where the Stone Mountain ritual was held.



PLEDGE OF SECRECY, member swears, will be kept with the mouth. As he pledges, he puts his work-gloved finger to his mouth in a conspiratorial gesture.



OFF WITH THE HEAD, the Klansman gestures, if he should ever divulge the secrets (as he does in these pictures)! Bible on table is opened to the Book of Romans.



KLAN GREETING is with left hand, half raised. Childish ritual and secretiveness have always been the great attractions for kind of people who make good Klansmen.



THE "NEW MEMBERS" (*above*) march in lock step like old Georgia chain gang prisoners, up to the Klan's Big altar. The Klan exultingly announced they had initiated 600 new members in one night. But observers' best guesses were from 150 to 200.

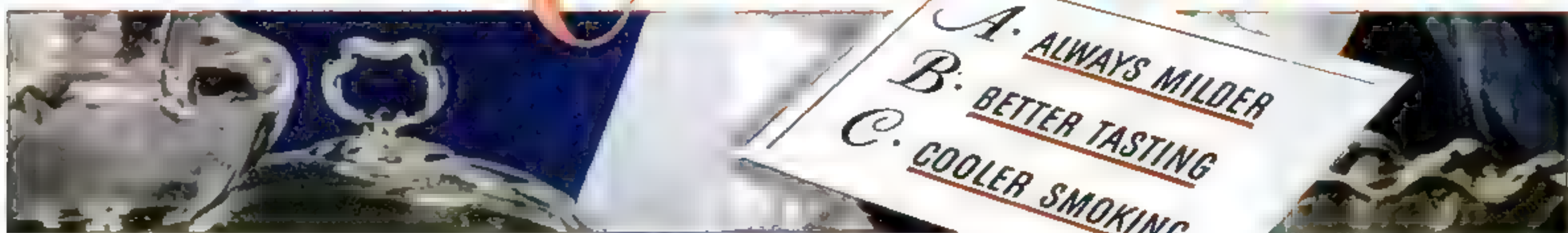
BEFORE THE GRAND DRAGON (*below*) initiates kneel, repeating the ritual. The crowd included some Atlanta policemen. The five Atlanta "klaverns" (branches) are strong because many members of the police force are also members of the Klan.





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Paul Jones
FIRST OF ALL... FOR FLAVOR!



JAPAN'S TOP WAR CRIMINALS sit tight-lipped in front row of prisoners' box. Left to right: Tojo, premier at time of Pearl Harbor; Admiral Oka, (navy ex-

bureau chief); General Umezu, ex-chief of general staff; General Araki, ex-war minister; General Muto, aide to Yamashita in Philippines. Okawa sits in row behind at left.

JAP WAR CRIMINALS

In sneak attack ex-Official Okawa slaps ex-Premier Tojo on head at arraignment proceedings in Tokyo

In Tokyo recently the trial of Japan's 28 major war criminals commenced in the building of the former Japanese Ministry of War where many of the defendants had plotted aggression since 1928. The proceedings were begun in utter solemnity but were disrupted by a piece of slapstick provided by Shumei Okawa (right), who is accused of plotting the "Mukden Incident" which touched off the Jap invasion of Manchuria in 1931. During the arraignment Okawa put on a mad scene which one U.S. prosecutor called "the best act since Barrymore played Hamlet." First he opened his shirt and gleefully rubbed his stomach. Then, as he sat behind ex-Premier Tojo, he raised his hand and cracked down with his palm on Tojo's bald skull. This was too much for the court. Okawa was removed and later judged insane.

The other defendants, however, were entirely sane. They had shuffled into the building in silence, but while waiting for proceedings to begin they talked and giggled among themselves. Admiral Nagano, who had done the planning of the Pearl Harbor attack, was even cheerful. In their hands the defendants held copies of the 55-count indictment, neatly tied in squares of silk. When the court read the indictment, giggles ceased and cheerfulness vanished. Like the German war criminals being tried at Nürnberg, the Jap ringleaders were charged with crimes against peace and humanity and with murder. Tojo himself shifted his attention only once as he listened to the charges. That was when he vigorously picked his nose.

On the third day Sir William Flood Webb of Australia, the president of the nine-man Allied tribunal, asked each defendant how he pleaded. Passionately General Araki, ex-minister of war, burst out with a speech of denial. Sir William warned him to make a plea, not a speech. Then Araki bowed, pleaded "not guilty" and sat down. All the others also pleaded not guilty.



COURT WAS DISRUPTED by Shumei Okawa, who clasped Buddhist bible when photographed. He was a railroad director in Manchuria at time of the Jap invasion.

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the world's most thoroughly
proven airplane . . . especially
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Santa Monica, California

Jap War Criminals CONTINUED



AT START OF SLAP ex-Premier Tojo was staring stolidly ahead. As Okawa's right hand comes down, a look of surprise comes over the MP guard's face.



TOJO IS SMACKED as Lieut. Colonel Aubrey S. Kenworthy, MP in charge of courtroom security, reaches forward with his arm, too late to stop Okawa.



TOJO TURNS with smile and looks at Okawa, who seems rather pleased with himself as Kenworthy gently restrains him. Okawa called Tojo a "stonehead."

CONTINUED ON PAGE 59



HOW'LL YOU HAVE YOUR EGGS?

This weather-beaten trouble-shooter isn't worrying about your eggs—or whether you want 'em soft boiled, fried, scrambled—or if you like eggs at all.

But he *is* worrying about keeping your electric service flowing along as usual. If that means eggs for your breakfast, okay then, that's why he's up on a storm-lashed power pole.

And, he'll *stay* there till he gets your line repaired—in spite of hot wires sputtering around him. In spite of rain

... lightning ... thunder ... and a high wind howling, "Watch out, fella, we're gonna hit it again!"

You don't have to send him a check for his trouble. You won't pay any more on your electric bill—to cover his hard, wet work and the materials he uses. Chances are you'll never even know a line went out.

This kind of service is routine stuff for the trouble-shooter and the electric company he works for. Storms—the re-

pairs and cost—are all prepared for and handled in a prompt, businesslike way. But it isn't an easy job. Keeping your electric service dependable and cheap is the result of hard work, careful planning and sound *business* management.

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"3-Way" Style with the "Secret Pocket" made by inverting the separate innerfold—in black or brown Morocco-grained pigskin. **\$7.50** plus tax. Also, Partition only, \$5 plus tax. At Personal Leather Goods counters. Buxton, Inc., Springfield 1, Mass.

GUARANTEED: If a Buxton Stitchless gives out in normal use before the leather itself wears out, we'll replace it free!

The **BUXTON STITCHLESS**
Reg. U.S. Pat. Off.

Jap War Criminals CONTINUED



AFTER THE SLAPPING Kenworthy leans forward to fasten a button on Okawa's shirt. Court then decided to have three psychiatrists examine Okawa.



OKAWA RE-ENACTS slapping incident for a reporter (right), using a U.S. officer for a subject. Previously Okawa had been on partial fast for 40 days



HE IS LAID OUT on an Army cot and hospitalized. "America is democracy," he yelled, but two weeks later psychiatrists agreed it was Okawa who was crazy.

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Kodak Monitor Six-20, now on the way,
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precision-built,
highly versatile



BROWNIE FLASH SIX-20
—a favorite everywhere



KODAK BANTAM (f/4.5)—
pocket size, 3-second loading



KODAK BANTAM (f/4.5)—
handles with delightful ease



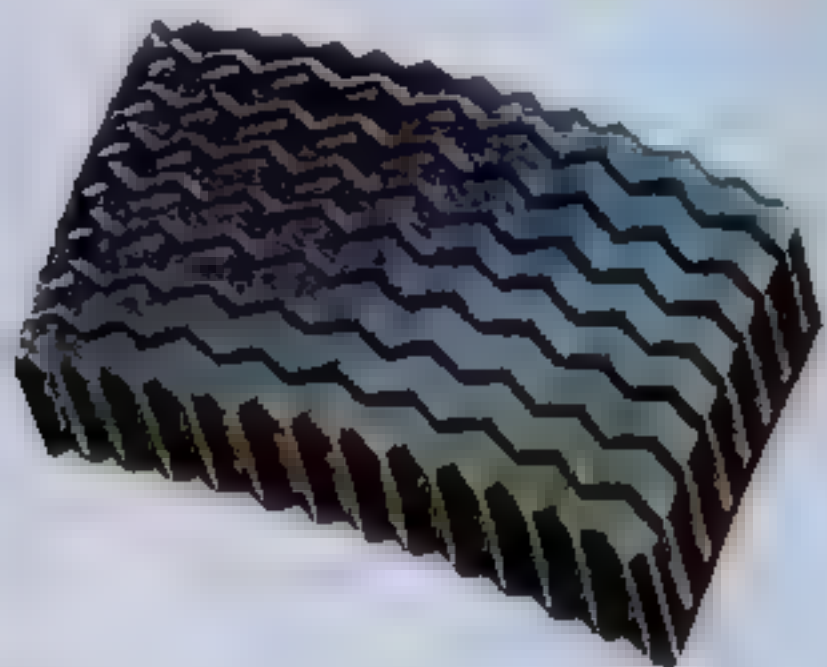
KODAK 35 (f/4.5)—
genuine precision
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**KODAK VIGILANT
SIX-20 (f/6.3)—**
an instant hit

HERE'S WHY THE NEW FIRESTONE DELUXE CHAMPION STAYS SAFER LONGER

Rayon cord is stronger and cooler-running than cotton cord. And Firestone special rayon cord is extra strong because the individual rayon fibers are locked together by the Firestone Safti-Lock process, then Gum-Dipped and calendered with Vitamic Rubber containing Vitalin, the rubber vitamin. Firestone Safti-Sured Construction welds all of the body plies and the tread together into an inseparable unit of greater strength. These patented features give **EXTRA PROTECTION AGAINST BLOWOUTS.**



The new Safti-Grip Tread is especially designed for the new rayon cord body. It has up to 60% more non-skid angles for greater traction and **EXTRA PROTECTION AGAINST SKIDDING AND SIDE-SLIP, assuring EXTRA SAFETY.**

Cross-section shows how the new, wider, flatter, silent Safti-Grip tread grips the road. The large area of tread in contact with the road means slow, even wear. Precision balance and uniform flexing of the tread and cord body mean less internal heat and less strain on the tire. Especially compounded Vitamic Rubber provides greater resistance to weather and wear assuring **EXTRA MILEAGE.**



THE ONLY TIRES MADE THAT ARE SAFETY PROVED ON

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THE SAFEST AND LONGEST WEARING TIRE EVER BUILT

UP TO 55% STRONGER . . . New Rayon Cord Safti-Sured Body* Gives EXTRA PROTECTION AGAINST BLOWOUTS

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HERE'S the most important contribution to tire safety and mileage since Firestone introduced the first balloon tire!

Instead of merely substituting a rayon cord body for cotton cord in a previous tire design, Firestone started from scratch. Every part of this new tire has been especially engineered to take full advantage of the extra strength of rayon. As a result, Firestone research has created a revolutionary new tire, tested and proved by millions of miles of service over all kinds of roads in all kinds of weather—a tire that's

new in design, new in materials, new in performance — YET IT SELLS AT REGULAR PRICE.

In these days of shortages and high prices in so many lines, Firestone has taken the lead to give you the extra values and extra quality which have won for Firestone its position of leadership. It is another example of Firestone's fundamental policy of always giving the Best Today, Still Better Tomorrow. See this new Firestone De Luxe Champion Tire at your nearby Firestone Dealer Store or Firestone Store TODAY!

*Rayon cord bodies in size 6.50 and larger, extra strong cotton cord bodies in smaller sizes until more Rayon is available.

For the best in music, listen to the "Voice of Firestone" every Monday evening over N.B.C.

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THE SPEEDWAY FOR YOUR PROTECTION ON THE HIGHWAY



In cool, dewy shade — under an awning of taller trees — these fine coffee beans in their gay red jacket — store up the rich 'shade-grown' flavor that America loves in Chase & Sanborn Coffee.



YOU, TOO, WILL LOVE THE

"Shade-Grown" Flavor

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THE BIGGEST SUCCESS IN 82 YEARS!**

Coffee-lovers the country over have fallen in love with 'shade-grown' flavor. For in coffee, 'shade-grown' means *slow-grown*. It means *mellow-grown*. It means *flavor-grown*. The finest coffee beans in the world are grown in the shade.

In moist, cool shade the good earth of the tropics has abundant time to store up the enchanting flavor that adds so much to your pleasure in Chase & Sanborn Coffee.

Try it and you'll agree... it's no wonder more people have been using Chase & Sanborn in the past year than ever before! Treat the coffee-lovers in your family to the joy of 'shade-grown' flavor.



CHASE & SANBORN COFFEE



FROM FLOWER-DECKED DINER ON A U. S. ARMY TRAIN AN AMERICAN MOTHER AND DAUGHTER EXCHANGE LOOKS WITH DISPLACED GERMANS RIDING IN BOXCARS

WIVES IN GERMANY

American families are joyously reunited as glum Germans watch

The first 343 of the 30,000 American wives and children due to join their Army husbands in Germany this year stepped ashore at Bremerhaven last month. They were greeted with cheers, a band, rose corsages, coffee and doughnuts. As they traveled in first-class accommodations through Germany, they were greeted with grimmer things—the sight of a ruined country and the curious, often resentful looks of impoverished German people

Each happily reunited American family settled down comfortably in an undamaged house which was staffed with at least one German servant provided by the Army. In contrast to the average German diet of 1,275 calories a day, the American families were allowed to purchase Army food so that their diet would equal 3,000 calories a day. The chief worry of the wives was whether to allow their children to play with German children.

GERMAN SCHOOLCHILDREN STARE INQUISITIVELY AT FREDDY AND MARCIA PATRICK OF HILLER, PA., WHO HAVE JUST MOVED INTO THEIR NEW HOME IN BERLIN





I FELT SO "Dowdy" IN MY FUR COAT

You'd have thought I'd been washing the dishes in it! It was rain-spotted, matted, dull—I was actually ashamed to be seen wearing it on the street.



UNTIL I HAD IT HOLLANDERIZED

My favorite store told me about Hollanderizing—how it treats each individual fur as a special cleaning and rejuvenating problem, using the very methods Hollander has found best for the original pelts. My coat came back looking for all the world like new again—even the lining was shimmeringly lovely.

ASK your furrier, department store or specialty shop to have your furs Hollanderized when you have them stored this summer.

Hollanderizing



**COSTS NO MORE THAN
ORDINARY FUR CLEANING**

Unless you see this tag sealed on your coat,

it has NOT been Hollanderized

Wives in Germany CONTINUED



PRETTY JEAN GREAVES, wife of a West Pointer, receives a rose corsage from Red Cross girl upon landing. Most wives were those of field-grade officers.




IN A BERLIN GARDEN a German housekeeper takes care of the children while Mrs. Patrick writes her first letter home. The housekeeper was placed



GERMAN MEASLES was appropriately contracted on ship by this child who is being carried to a waiting ambulance. Only one other child was sick on trip.



at Mrs. Patrick's disposal by the Army. Lieut. Colonel Francis H. Patrick works at civilian censorship department in Berlin, censoring German civilian mail.



*Y*our dream girdle is back! Our tissue-weight Foundette that feels like sleek young skin and does the world for your figure. Two-way stretch, of course, made even more super of fine Lastex® yarns and typical of the good things that Foundettes have in store for young figures. At better corset departments everywhere.

There's a Future for Your Figure in Foundettes

MUNSINGWEAR

Deep
their love!

Great
the risk!



CARY GRANT
INGRID BERGMAN
in ALFRED HITCHCOCK'S
Notorious!

with
CLAUDE RAINS

LOUIS CALHERN • LENORE ULRIC
MADAME LEOPOLDINE KONSTANTIN

Directed by ALFRED HITCHCOCK

Written by BEN HECHT



World Premiere
RADIO CITY MUSIC HALL
NEW YORK



WEARING A PRINT DRESS WITH MATCHING PARASOL AND GLOVES, ALMA HOLT RIDES AROUND THE YANKEE STADIUM ON THE REAR PLATFORM OF A MARINE JEEP

BALL-GAME SHOW

New York store has style parade for the fans at Yankee Stadium

At the Yankee Stadium a fortnight ago 65,000 baseball fans gathered to see the Yankees play the Boston Red Sox. They were slightly stunned when just before the game 15 jeeps, each carrying a pretty fashion model (above), paraded around the grounds. The fans, few of whom had ever seen a fashion show before, let out a few wolf calls and whistles. But mostly they just gawked.

The Yankee Stadium, rather than a conven-

tional salon, was the natural place for Ohrbach's to hold a show. Ohrbach's is a mass seller of mass-produced clothes and its wares are for a mass audience. Like most of the 150,000 garments which are always in stock at the Fourteenth Street store, the clothes at the Stadium were standardized, attractive and, most of all, low-priced. For the baseball crowd the show mostly displayed slacks, shorts, bathing suits and vacation dresses.



...and now a short solo

by **HARRY JAMES**

The Nation's Number One Band Leader

"Sure it's fun, to play solo. But there's more to it than blowing your own horn. You've got to be in tune with the gang...know when to make a big noise, when to soft-pedal your own part and let others sound off.

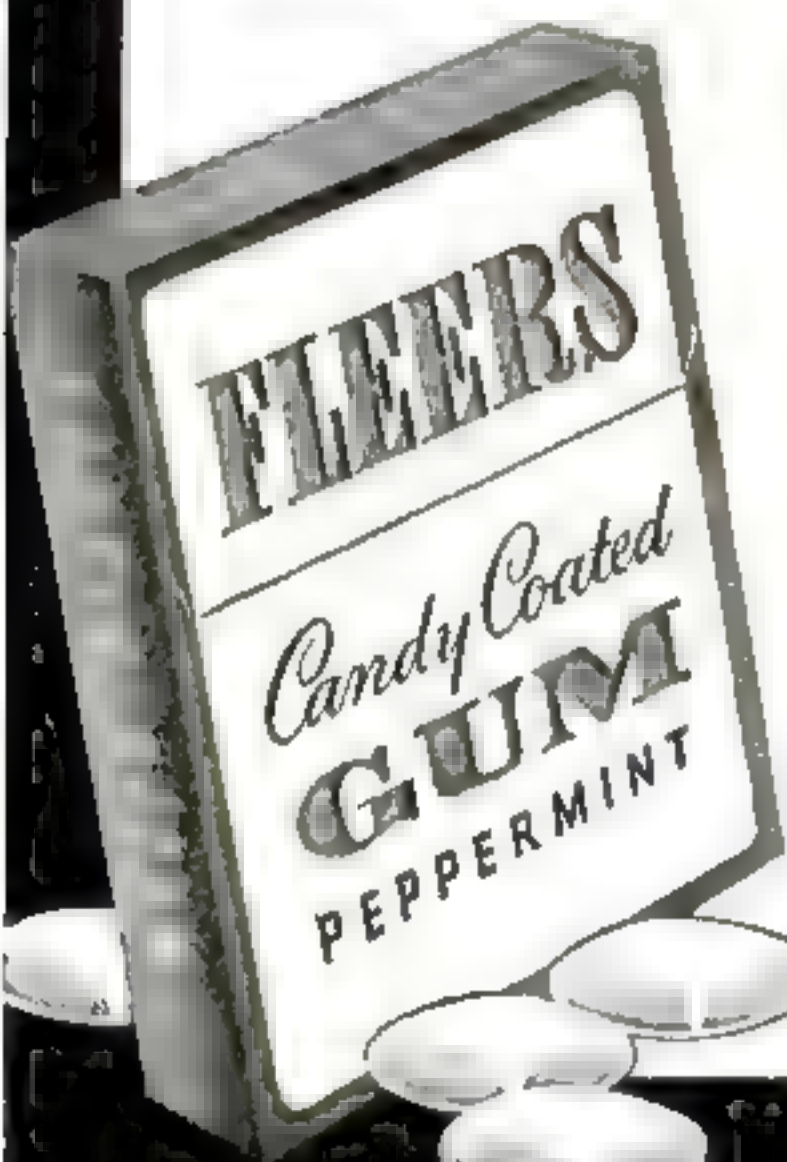


"When everybody's in the groove, and nobody hogs the spotlight, that's solid sending...whether it's my band, your glee club, or our new 'world symphony,' the United Nations.

"Thanks to the Fleeer people for letting me sing out on my pet subject. I like their democratic thinking... and I like their gum, too."

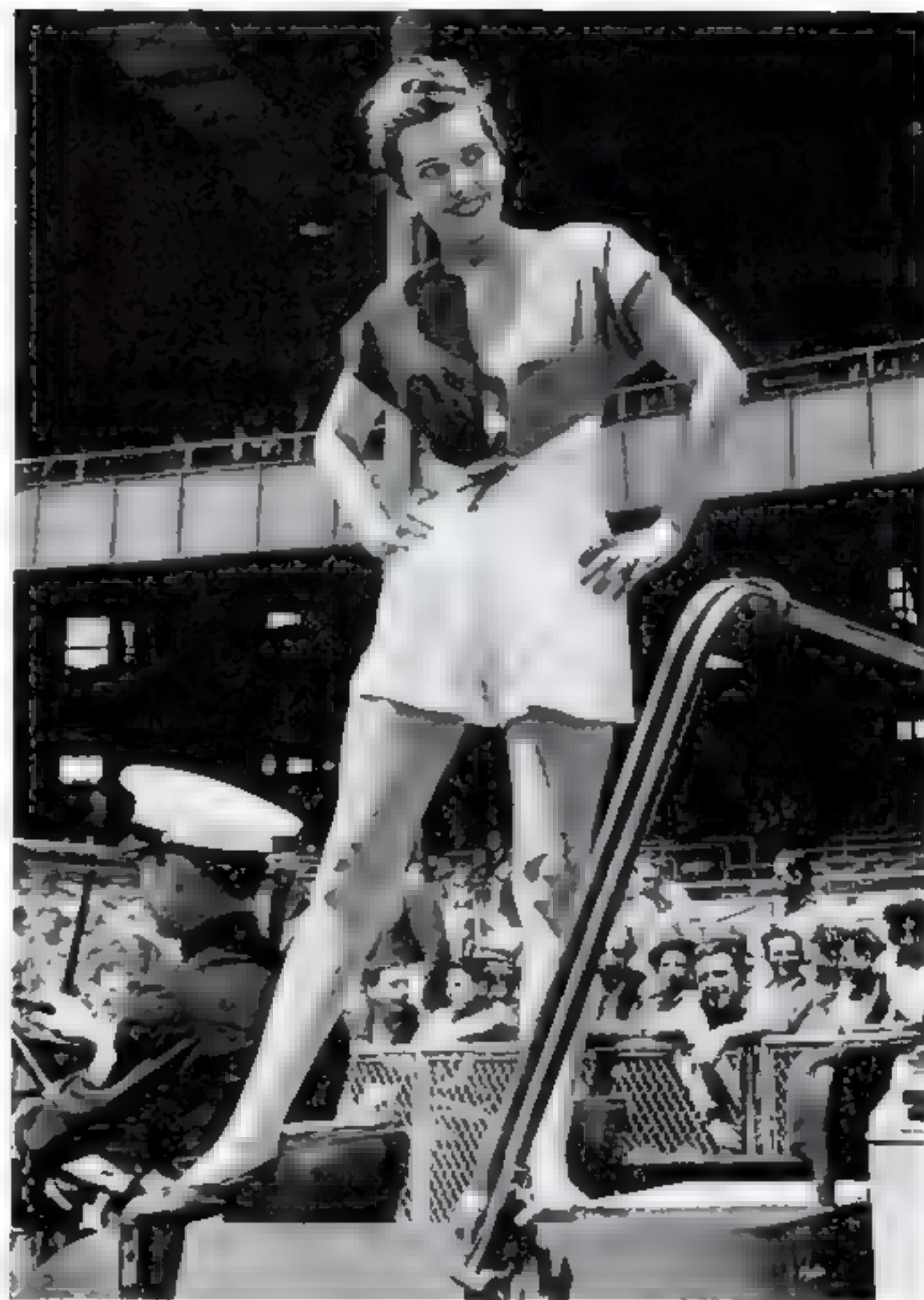
You'll join the chorus of cheers for Fleeer's yourself, once you try this delicious gum with the extra peppermint flavor. Twelve snowy fleerlets, just 5¢. There's a trend to candy-coated gum... try Fleeer's today!

Frank H. Fleeer Corp.
Philadelphia, Pa.
Established 1885

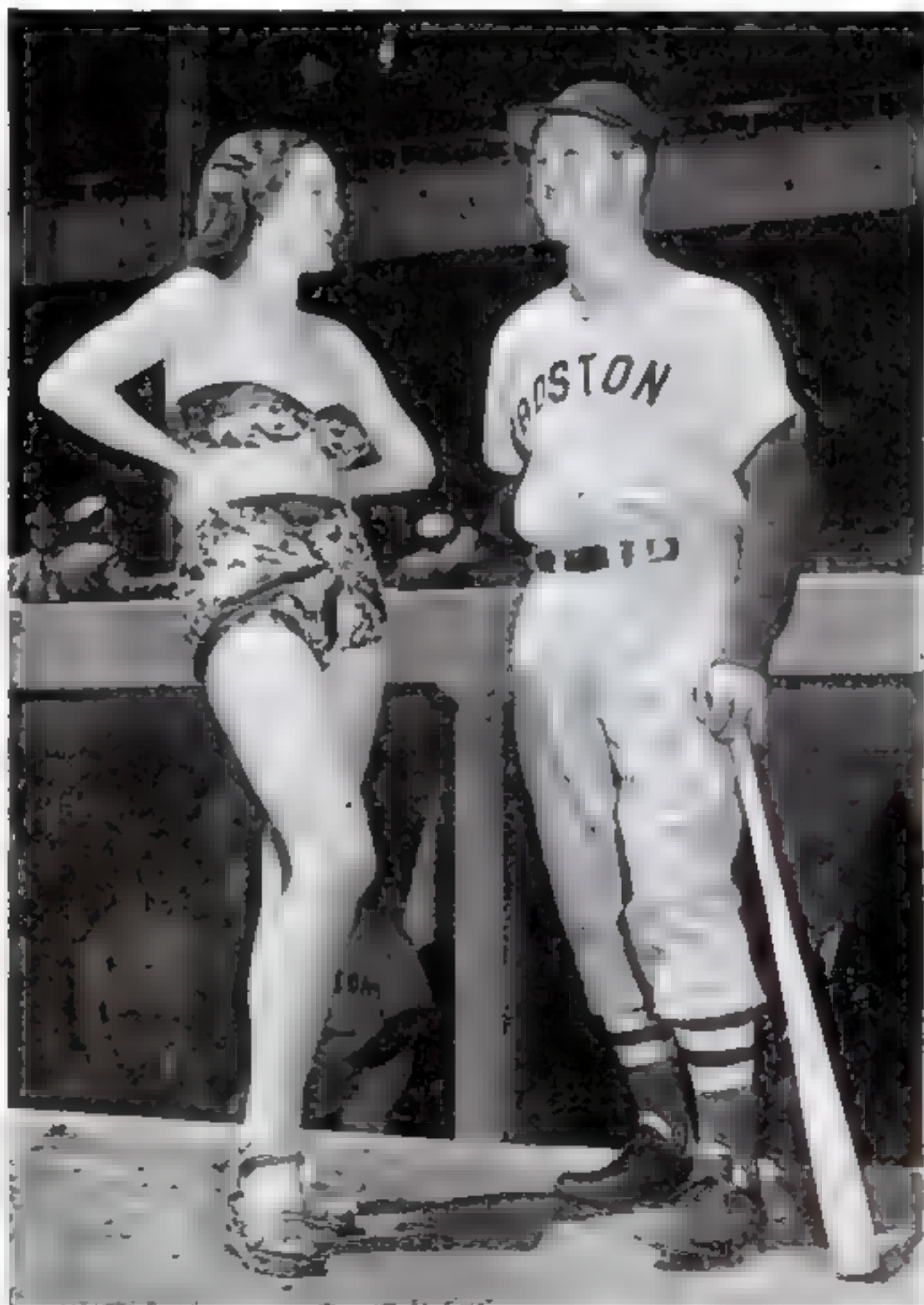


Candy Coated — Chewing gum in its nicest form!

Ball-Game Show CONTINUED



TRICOLOR PLAYSUIT in red, black and white costs \$6.95, was modeled by Pat Murphy. U.S. Marine jeep drivers dutifully kept eyes straight ahead.



BRIEF BATHING SUIT in lime and purple worn by Pert Dixon is \$11.65, has matching coat. When Pert removed coat, Glen Russell looked shyly away.

CONTINUED ON PAGE 52

When your secret's
boldly told...



Why be Irritated? Light an Old Gold

It's those *added* details that tell the story of Old Golds' extra-enjoyable smoking quality! You get Apple "Honey"* for out-of-the-oven freshness. You get the world's choicest tobaccos, lavishly blended with extra care. You get the rare refinement of imported Latakia tobacco... for extra flavor. Even the white-as-snow cigarette paper... made from *virgin pure flax*... adds its special touch of luxury. Yes, Old Golds are *your* smoke... try 'em!



LISTEN TO
FRANK SINATRA
Wednesday Evenings CBS

and



MEET ME AT PARKY'S
Sunday Evenings NBC

*Made from the juice of fresh apples, a special moisture-guarding agent we call Apple "Honey" helps keep Old Golds free from cigarette dryness.

• MYRNA LOY, starring in "So Goes My Love," a Universal Release



"LIPTON'S brisk flavor gives iced tea sparkle," says Myrna Loy



"The tea experts," winsome Myrna goes on, "call Lipton's flavor 'brisk'...it's their own word for Lipton's fresh, spirited flavor.

"Perhaps that's why it simply

sparkles with refreshment... why it makes the kind of iced tea I like."

Naturally, Lipton's appeals to Myrna's generous disposition. For she was born under the zodiac-sign of Leo (August 2nd), the sign of the Lion.

Remember, the test of any tea is how it tastes *iced*. Ordinary teas come out flat. But Lipton's stands up... tastes "brisk." Has a rich full-bodied flavor in the glass. Try America's favorite tea today.

LIPTON TEA

Brisk flavor
— never flat

BUY THE LARGER MORE ECONOMICAL
SIZE PACKAGES



Ball-Game Show CONTINUED



SLACK SUITS (above) are high-priced for Ohrbach's. Blue suit with fitted jacket and gray one with short-sleeved shirt and green belt cost \$31.95 each.



PLAY DRESSES in checked gingham (\$8.95) and rayon (\$7.49) have bare shoulders and midriffs. With Mary Ward and Nan Bennet is Aaron Robinson.

CONTINUED ON PAGE 15

ONLY RCA VICTOR MAKES THE VICTROLA



**FINEST TONE SYSTEM
IN RCA VICTOR HISTORY**

This symbolizes the exclusive new "Golden Throat," the amazing RCA Victor 3-Way Acoustical System. This thrilling development is explained technically in a booklet attached to every RCA Victor instrument.

Listen to this magnificent Victrola* with the "Golden Throat!"

SLIDE on a pile of your favorite records... or dial in a good radio-program (here or overseas) then listen—critically!

This magnificent Victrola radio-phonograph, the 59VI, has the "Golden Throat," the exclusive RCA Victor 3-Way Acoustical System. By this exact co-ordination of audio-amplification, speaker and cabinet you get musical *tone*, you get jewel-sharp clarity that's positively breathtaking!

Nobody else but RCA Victor can offer so much! For who matches RCA's 26-year en-

gineering "know-how"—who even comes close to Victor's 47-year musical leadership?

This Victrola has the new roll-out record changer with a fine new permanent point pickup (no needles to change). Lavish record space. Electric push-button radio tuning with

personalized treble and bass tone controls... Three-band reception. You can take your choice of Chippendale style cabinets in walnut or mahogany.

See and hear this new instrument, today—at your RCA Victor dealer's.

*"Victrola"—T.M. Reg. U.S. Pat. Off.

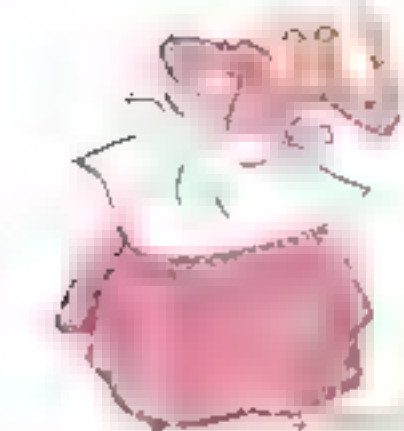


RCA VICTOR

RADIO CORPORATION OF AMERICA

Kitchen-garden freshness

"There's nothing like a red, ripe tomato to make red, rich catsup," Grandma Snider always says. It's the half-ripe kind and the ones that set too long that make dull-looking catsup for your vittles. And flavor!—Grandma Snider claims folks are tired of thin, skimpy store-bought taste. You can just hear her: "Let's hustle up a kettleful of catsup folks really hanker for!"



and Our Super Tomato...

The Snider Catsup recipe has been famous hereabouts for years. Said Grandma Snider one day, "I've done all I can for catsup." Said Farmer Snider, "Wait'll you see what I've done!" He fetched his new Super Tomato to the kitchen. Such a tomato! He'd planted. He'd coaxed! He'd watered! And nursed! Finally he'd grown it. The Super Tomato did wonders for the favorite old recipe.



Perks up Snider's Country Catsup



Besides Snider's Catsup...there's a whole line of delicious Snider's vegetables and fruits in can and jar...and there's Snider's Chili Sauce, the real Old-Fashioned kind...Snider's Cocktail Sauce, so spicy and tangy....with that *Special Snider Flavor*
If the Snider Folks put it up...it tastes like home

You can taste exactly what it did. Just ask your grocer for Snider's Catsup. 'Course, it's outgrown Grandma's kitchen kettle. But the same country goodness is unchanged today. We just can't make it fast enough. Folks who know tell us it's the nicest thing that ever happened to good things they cook! Try it yourself. Look for the bottle with the picture of our Super Tomato. That's Snider's—the real spicy, country-kitchen catsup.



The Snider Folks

Copyright 1944 by General Foods Corp.



HAREM-DRAPE DRESS, purple and bare-shouldered, was greeted with shrill whistles of approval when redheaded Hannah Jonas wore it on the field.



...for mothers—there's
nothing like a **BENDIX!**

It's a happier mother who does her wash the Bendix way! Because from the moment she clicks the dial and adds the soap, *her* part of washday is *done!*

She *knows* there's nothing like a Bendix! It tumble washes clothes sparkling clean . . . rinses *three* separate times . . . damp dries them ready for the line or dryer—then cleans, empties, and shuts itself off—all *automatically!* There's no heavy lifting of water-soaked clothes or cumbersome lid—the Bendix "basket-level" door opens or closes at a touch!

And remember, if you prefer soaking your clothes, 12 minutes of Bendix "tumble" soaking equals an overnight soaking the old-fashioned way. Truly, the Bendix takes all "*work*" out of washday! Yet it actually saves soap, saves hot water, saves clothes. Your Bendix dealer is demonstrating every day. He'll be glad to show you.



EXCLUSIVE TUMBLE ACTION: tumbles clothes through suds 60 times a minute yet so gently that even fine fabrics launder beautifully. Clothes are whirled damp-dry—no heavy lifting, no wet hands, no broken buttons.

What you do: put in clothes, set a dial, add soap.

What the BENDIX does: fills itself, tumbles clothes clean, thoroughly trips rinses, dries clothes ready for the line or dryer, cleans and empties itself and shuts off—all automatically! The Bendix takes only 4 sq. ft. of floor space—fits perfectly in kitchen, bathroom, utility room or laundry.

LOOK for the Bendix automatic Home Laundry Neon Sign. They identify your dealer.

LOOK for your Bendix Dealer's name in the Classified Section of your Telephone Book.

BENDIX automatic Home Laundry

Bendix Home Appliances, Inc., South Bend, Ind., Pioneers and Perfectionists of the automatic "Washer"



WILLIAM HOGARTH'S "GIN LANE" (1751) IS A CLASSIC CARICATURE OF THE EVILS OF LIQUOR



CURRIER & IVES PRINT, "THE DRUNKARD'S PROGRESS," TRACES MAN'S DOWNFALL BY LIQUOR.

LIQUOR

HOW ALCOHOL AFFECTS THE BODY page 68

HOW LIQUOR IS PRODUCED 70

HOW 30 FAVORITE DRINKS ARE MADE 72

FAMOUS AMERICAN BARS 74

CURRENT STUDIES IN MEDICINE AND PSYCHIATRY ARE BRINGING ENLIGHTENMENT TO THE 30,000-YEAR-OLD PROBLEM OF DRINKING

by FRANCIS SILL WICKWARE

IN THE LAST five years, and especially since the publication of Charles Jackson's somber novel about an alcoholic, *The Lost Weekend*, an unprecedented amount of attention has been paid to the drinking of alcohol and the problems arising therefrom. Authorities on the subject estimate that since 1940 alcoholism has made more news and stirred up more interest than during the whole preceding century. In some ways this phenomenon is like the great public preoccupation with venereal diseases which swept the country about a decade ago. Like the venereal-disease campaign, the new concern with drinking and alcoholism has had two beneficial effects. First, it has brought a somewhat disreputable subject into the open for discussion and has dispelled much of the prejudice, superstition and misunderstanding which formerly obscured the facts. Second, it has moved the serious and complicated disease of alcohol addiction out of the realm of morals and has placed it correctly in the sphere of psychiatry and medicine. The process is far from complete, but science today takes a more optimistic view of the outcome than was believed possible even a few years ago. Perhaps the greatest advance yet made is precisely the spread of public information that has occurred lately.

It is impossible to study the anatomy of alcohol intelligently without reference to its great antiquity. The colorful beverages pictured on pages 70 to 73 have modern trademarks and flavoring (the 30 favorite drinks are prepared from recipes of the head bartender at New York's Hotel Astor),

but basically they are the same as concoctions accidentally discovered by very early primitive man. Probably alcohol first was tasted in wine, which anthropologists believe came after the invention of open bowls or similar vessels where fruit fermented when invaded by yeast particles in the air. Brewing was a much later development which probably closely followed the first attempts at agriculture, while distilling is a comparatively modern refinement thought to have emerged in the Orient before the time of Christ. There is no difference in principle between ancient methods of producing alcoholic beverages and those shown in the diagrams on pages 70 and 71. The chief difference between the beverages themselves is that the ancient ones were unrefined and therefore had much greater food value (including vitamins) than the modern varieties, though they were less palatable.

Alcoholic beverages were discovered independently by widely separated peoples, who used whatever fermentable materials they had at hand. These included honey, dates, fruits and berries of all kinds, tree sap (notably many kinds of palm in the tropics) and a long list of other things. The Mexicans make pulque from the maguey in their country, while the Mongols ferment mare's milk to produce a potent 160-proof beverage. The Eskimos, the South Pacific Melanesians, and nomadic Indian tribes were about the only early peoples without alcohol, but they took to it enthusiastically later on.

Primitive man undoubtedly considered alcohol a divine gift. Here, for the first time, was a substance that enabled him to rise above his environ-



MODERN CONCEPTION IS THAT EXCESSIVE DRINKING IS A DIRECT SYMPTOM OF NEUROSIS



ROLLIN KIRBY'S FAMOUS CARTOON IS CLASSIC CARICATURE OF MODERN PROHIBITIONIST

ment. Alcohol let him forget, however briefly, the constant menaces of famine, sickness, cold and tribal warfare—in a word, his anxieties. It became an essential part of religious ceremonies, and tribal drinking celebrations were the beginning of polite society, when men for a time left off quarreling among themselves, assumed by mutual agreement that the hostile world was a wonderful place and practiced a few airs and graces. In the course of doing this, they habitually became very drunk. Deep intoxication still is the goal of drinking ceremonies among primitive tribes today.

However, this drunkenness was a carefully regulated communal affair, occurring at specified times and under special conditions. Individual drinking between the periods of mass intoxication was taboo and the festivals themselves frequently began with divine invocations and appeals for protection against the evil demons of alcohol. Ancient man was aware of the dangers of intoxication though enjoying its effects, and early writings contain many comments on both the benefits and the risks. "Let him drink, and forget his poverty, and remember his misery no more," the Bible states. In Isaiah there is a quotation germane to the phenomenon of excessive wartime drinking, about which more than a little was heard lately: "There is a crying for wine in the streets; all joy is darkened, the mirth of the land is gone." Any period of stress historically produces a rise in drinking roughly proportionate to the severity of the stress.

On the other side of the question, Seneca says, "... Drunkenness is nothing but an insanity purposely assumed." In ancient India the same word was used to designate intoxication and mental derangement. In short, all early societies recognized the Januslike nature of alcohol (which psychiatrists would call ambivalence) and, while countenancing its use en masse for occasional ritual celebrations, took steps to control drinking strictly at other times. Movements for total prohibition started very early in various countries and invariably failed. The Hindus at one time decreed death for anyone making or using alcohol, but this was no more effective than the Volstead Act or the short-lived prohibition which the Russians attempted after the Revolution. "Not only has this custom [drinking] been successful in terms of sheer survival," writes Dr. Donald Horton in the symposium *Alcohol, Science and Society*, "but it has been successful in the face of very severe opposition. . . . We have to conclude from this, then, that some important human value is involved here that makes alcohol hard to abolish."

No student of the subject doubts that the "value" involved is alcohol's immemorial power to relieve "anxiety," which today has many meanings, and the charts and pictures on pages 68 and 69 explain the method whereby

this is accomplished. Stated most simply, alcohol is a safe, easily controlled anesthetic which acts on successive centers of the brain, notably the ones which govern man's higher intellectual activities. This brain area has been responsible for the highest human achievements, but it also has burdened man with chronic self-reproach, apprehension and general discontent such as no lower animal experiences. In moderate amounts, alcohol is an easy and harmless means of temporarily blunting the critical function of the upper brain without seriously disrupting the creative or intellectual role. "It unburdens the individual of his cares and fears, relieves him of his feelings of inferiority and weakness," Dr. Walter R. Miles has written. "The inhibitions and self-criticisms which ordinarily cramp his feelings tend, after alcohol, to be put aside. . . ."

Of the estimated 50,000,000 drinkers in the U.S., all but a fraction use alcohol moderately and more or less regularly because it makes them feel better and more appreciative of themselves and their fellows. It also gives them better appetites, since it is an excellent condiment. Taken for purposes of social relaxation or as a gustatory adjunct, alcohol never has damaged anyone. Even when taken in fairly large amounts over a long period of time, the purely physical effects of alcohol by itself are almost negligible. Despite horrendous warnings by temperance lecturers (who sometimes "prove" the point on the platform by coagulating an egg white in a glass of whisky), alcohol does not attack or corrode the brain cells. It does not lead to insanity; rather, it is the other way around because excessive drinking very often is a symptom of the onset of serious mental disorders, such as schizophrenia, manic-depressive psychosis and the general paresis of tertiary syphilis. There are certain comparatively rare "alcoholic psychoses"—chiefly Korsakov's psychosis (loss of memory for recent events), alcoholic paranoia and hallucinosis and the celebrated delirium tremens—but these now are widely recognized as symptoms of vitamin deficiency and respond promptly to high-vitamin therapy. In the same category are dry and wet beriberi and pellagra, all caused by vitamin shortages but not by drinking *per se*. They usually do not appear until after about 15 years of excessive drinking and result from the tendency of constant heavy drinkers to depend on alcohol for most of their food. Absolute alcohol contains 210 calories per ounce by weight but delivers no vitamins and, according to some theories, may actually impede absorption of vitamins from other foods. Excessive drinkers could avoid the deficiency dis-

TEXT CONTINUED ON PAGE 77

HOW ALCOHOL AFFECTS THE BODY

A DEPRESSANT, NOT A STIMULANT, IT UPSETS THE BRAIN'S NORMAL FUNCTIONS TO PRODUCE EFFECTS OF INTOXICATION

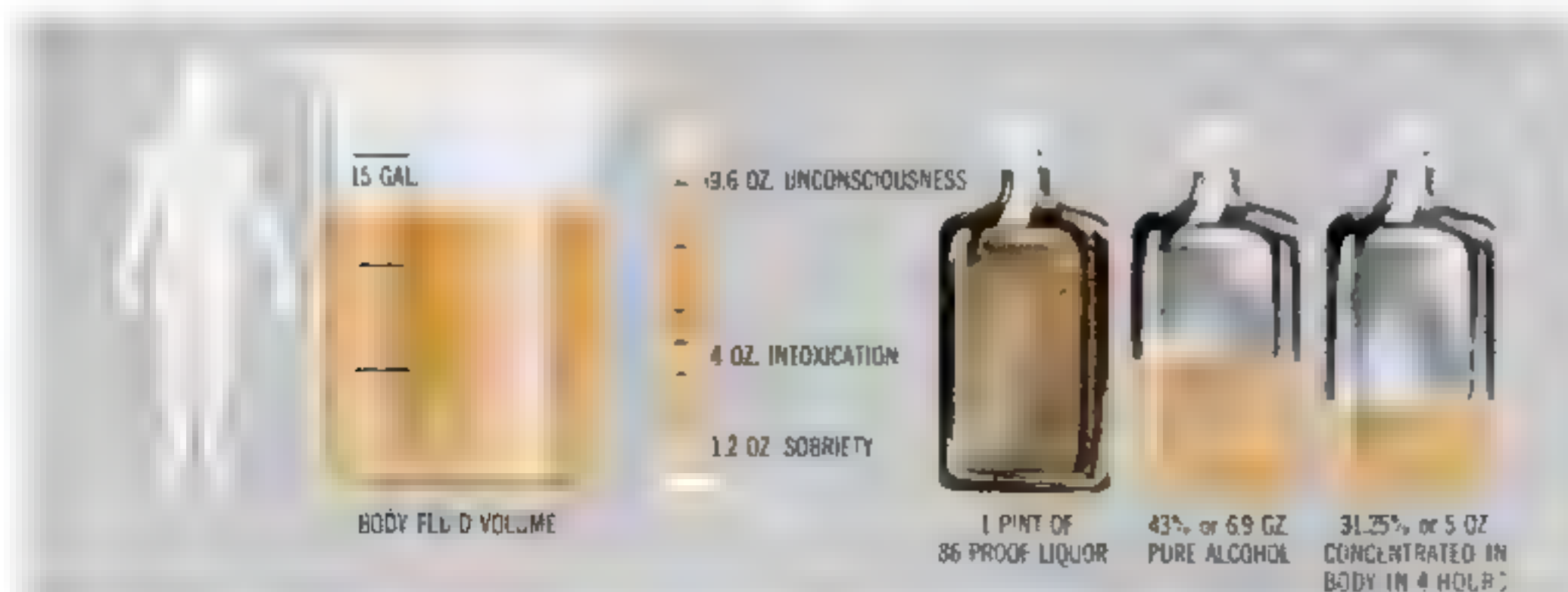
The slow, insinuating pattern of intoxication is caused by the colorless, nearly odorless fluid which chemists label C_2H_5OH . This is ethyl alcohol, the basic ingredient of all intoxicating beverages. Like ether or chloroform it has the power to put a person to "sleep." The color diagram on the opposite page charts the complex journey of alcohol within the body. When a person swallows a drink of liquor his stomach receives a certain amount of pure ethyl alcohol. Some alcohol is absorbed directly through the stomach walls and goes to the liver. Some passes on down to the small intestine and then goes to the liver. From the liver the alcohol enters the blood stream and is pumped by the heart throughout all the parts of the body. This pattern of circulation—explained in detail on the opposite page—goes on continuously as the person drinks more, building up a higher and higher concentration of alcohol.

The actual mechanics of intoxication take place in the brain. Here the alcohol upsets the delicate mechanism of a person's behavior. Its effects—slurred speech, double vision, incoordination—are the result of disturbed brain activity. As the alcohol concentration increases, it acts progressively on different parts of the brain. However its action on the brain cells is not physical. Alcohol does not damage the tissues or cause injury by corrosion or by irritation. Actually the alcohol slows down the brain's functions by a numbing or drugging action to produce drunkenness. In the strip of pictures at right are shown five main stages of intoxication. The lines radiating to the pictures from the diagram on the opposite page indicate the parts of the brain which are affected by alcohol, causing the symptoms of intoxicated behavior. First, alcohol attacks the brain area containing centers of judgment and inhibition (see top picture, right). Then, as more alcohol is absorbed and the concentration in the body fluid rises, it attacks muscular coordination, speech, and vision. When a sufficient amount is concentrated in

the body (about ten ounces of pure alcohol for a normal-sized man) the whole balance of the brain is upset and the man passes out (bottom picture, right).

Contrary to popular belief among drinkers, alcohol is not a stimulant but a depressant. The exhilaration which a drinker feels after he has taken a few quick drinks is the result of the depression of the highest brain center. Inhibitions are removed and emotion takes over. In a sense man's highly developed reason, which distinguishes him from the lower animals, is ambushed and as he gets progressively drunker he becomes more and more like an animal. As an old Mohammedan account of the stages of intoxication puts it: "The first glass makes a man animated, his vivacity great, his colors heightened. In this condition he is like the peacock. When the fumes of the liquor rise into his head, he is gay, leaps and gambols as an ape. Drunkenness takes possession of him, he is like a furious lion. When it is at its height he is like a swine; he falls and grovels on the ground, stretches himself out and goes to sleep."

The amount of liquor an average-sized person can drink and still remain sober depends on how long he takes to drink the amount and how much food is in his stomach. If after a meal he were to drink five ounces of 86 proof (43% alcohol) bourbon whisky in 30 minutes, he would have only a little more than an ounce of pure alcohol concentrated in his body fluids—not enough for intoxication (see below). The five ounces of whisky contain only about two ounces of alcohol and during the process of absorption, which is slowed down by food in the stomach, part of the alcohol would be burned off in the liver and eliminated. However if he kept drinking at the same rate he would soon reach the level of intoxication since the liver could not burn off the alcohol as fast as it would be absorbed from the digestive tract. In all cases it is the amount of pure alcohol actually concentrated in the body fluids, not how much liquor is drunk, which determines intoxication.



ALCOHOL CONCENTRATION built up in the body fluids determines the degree of intoxication. In an average man there are about 13 gallons of fluids (above left), including six to seven quarts of blood. Less than 1.2 ounces of alcohol actually in the fluid leaves person

sober; 4 ounces gives definite inebriation; 9.6 ounces puts person in stupor. In a pint of 86 proof liquor only 43%, or 6.9 ounces, is actual alcohol. If 150-pound person consumes pint in 4 hours, only 5 ounces are concentrated in body fluids. The rest is burned and eliminated.



LOSS OF INHIBITION LEADS TO LOOSENING TIE



NEXT STEP IS IMPAIRMENT OF COORDINATION



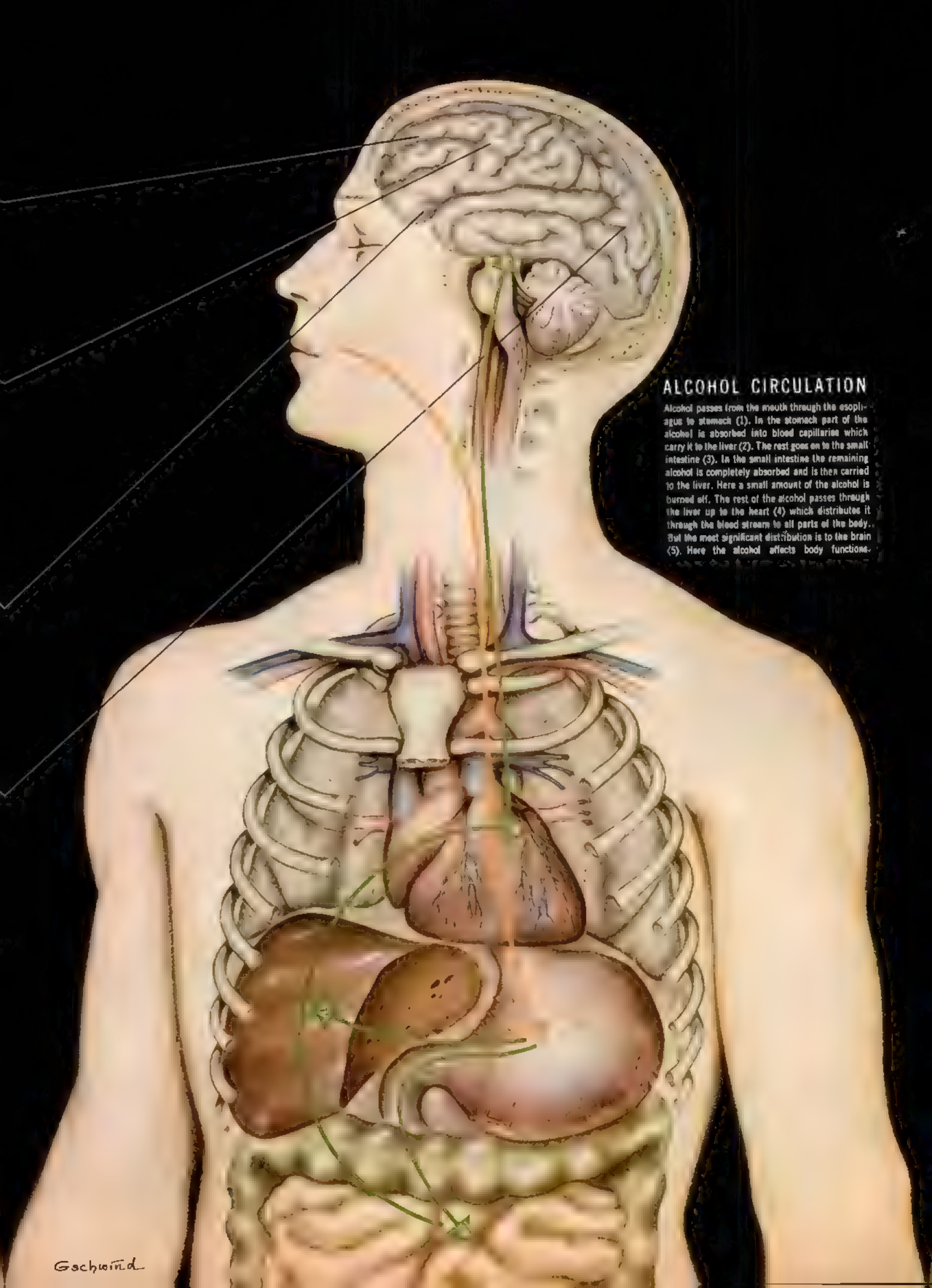
BRAIN CENTER FOR SPEECH CONTROL IS UPSET



VISION IS AFFECTED. FOCUSING IS DIFFICULT



ALL VOLUNTARY CONTROL GOES. HE PASSES OUT



ALCOHOL CIRCULATION

Alcohol passes from the mouth through the esophagus to stomach (1). In the stomach part of the alcohol is absorbed into blood capillaries which carry it to the liver (2). The rest goes on to the small intestine (3). In the small intestine the remaining alcohol is completely absorbed and is then carried to the liver. Here a small amount of the alcohol is burned off. The rest of the alcohol passes through the liver up to the heart (4) which distributes it through the blood stream to all parts of the body. But the most significant distribution is to the brain (5). Here the alcohol affects body functions.

HOW LIQUOR IS PRODUCED

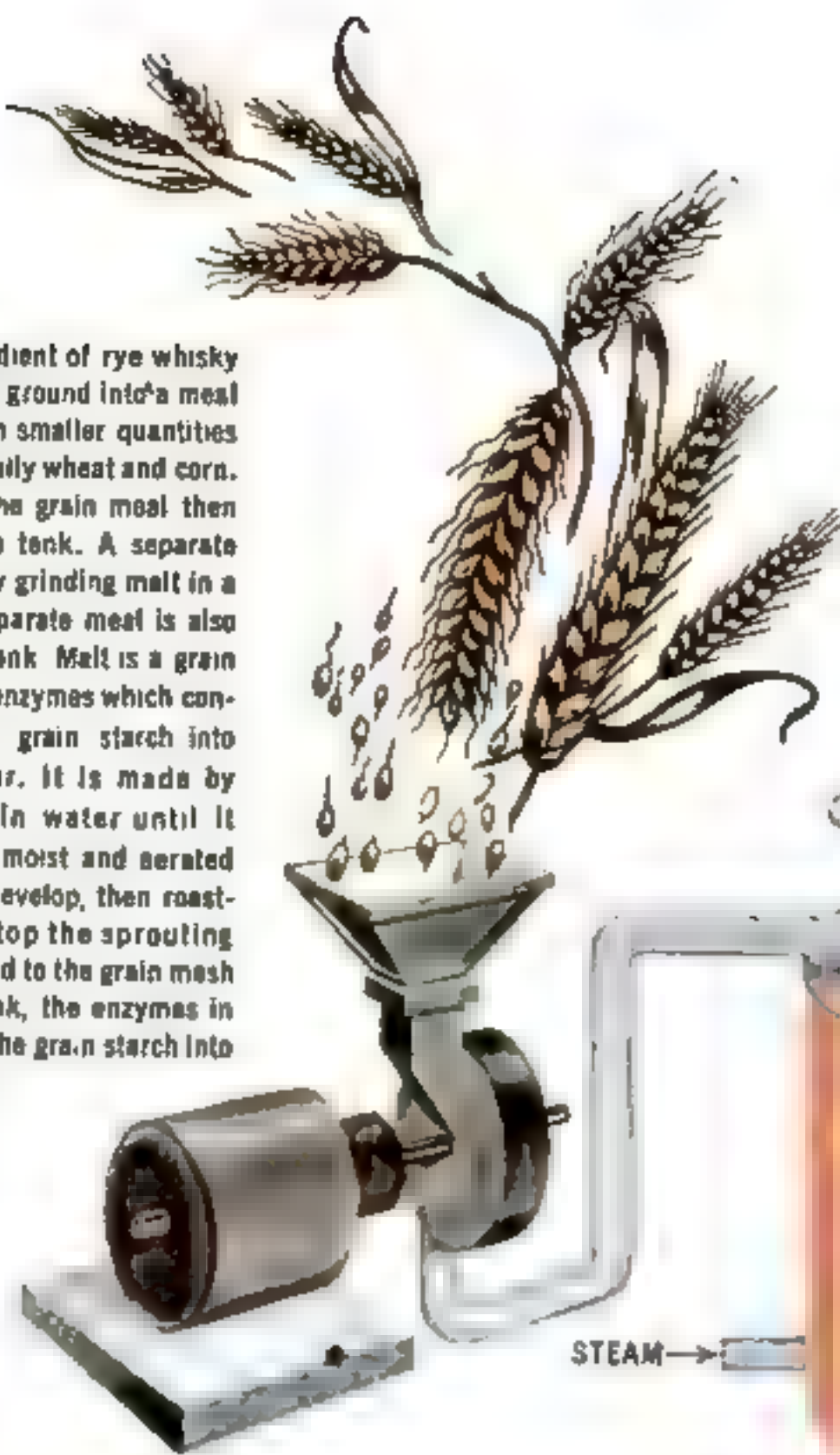
YEAST TUB



GRAIN

1 The chief ingredient of rye whisky is rye. It is first ground into a meal (right) together with smaller quantities of other grains, usually wheat and corn. From the grinder the grain meal then goes into the mash tank. A separate meal is prepared by grinding malt in a grinder and this separate meal is also fed into the mash tank. Malt is a grain product containing enzymes which convert unfermentable grain starch into fermentable sugar. It is made by steeping barley in water until it sprouts, keeping it moist and aerated while the sprouts develop, then roasting the grain to stop the sprouting process. When added to the grain mash inside the mash tank, the enzymes in the sprout convert the grain starch into fermentable sugar.

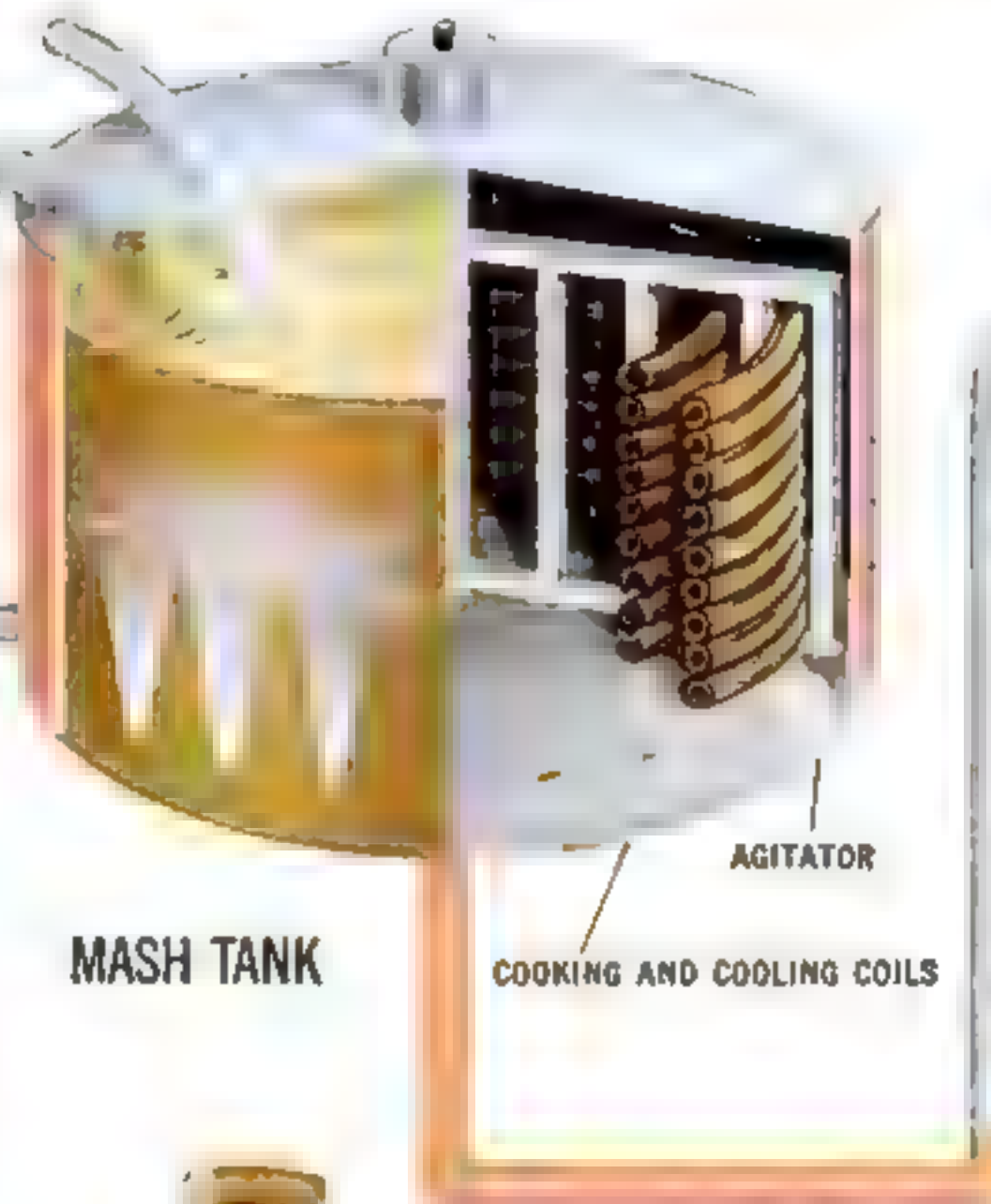
GRINDER



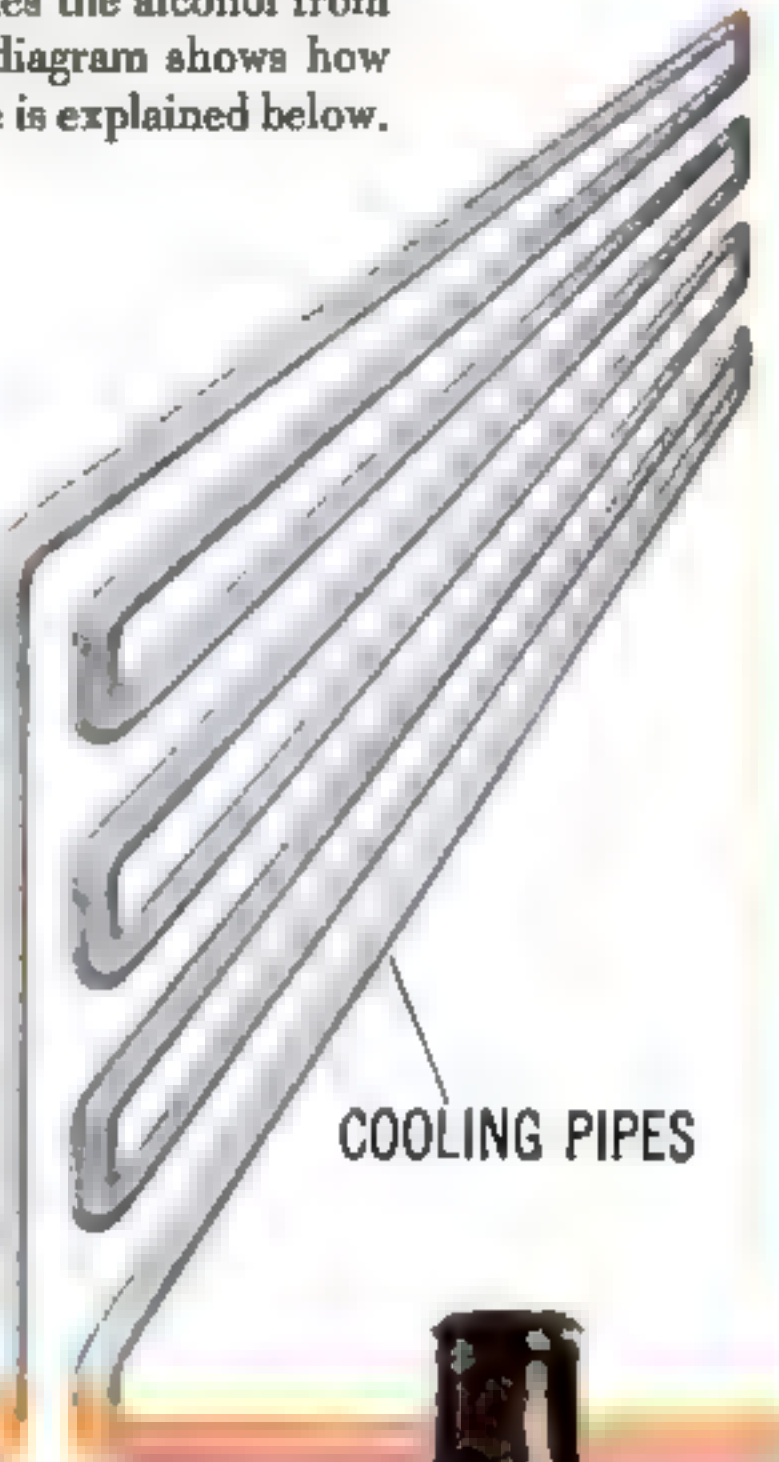
The chart on these two pages explains the basic steps in the manufacture of one kind of whisky. There are four types of alcoholic beverages: wines, malt beverages (beer), spirits and factitious liquors (cordials, liqueurs, etc.). One process common to the manufacture of all is fermentation, which turns sugar into ethyl alcohol by the action of yeast. Wine and malt beverages are produced simply by fermentation. Spirits, such as whisky and rum, must go through the additional process of distillation, which separates the alcohol from water and by-products of fermentation. This diagram shows how rye whisky is made. How other liquors are made is explained below.

2 The grain meal is pumped into the mash tank. Water is added and the resulting mash is cooked by steam forced up through the mash from the bottom of the tank and also circulated in coils within the tank. The mash is then cooled by circulating cold water in the coils. When it is sufficiently cool, malt from the grinder is added. An agitator then mixes the mash to help action of the malt on the starch. When the conversion of grain starch into fermentable sugar is complete, the mash is pumped through a series of exterior cooling pipes (far right).

MASH TANK



COOLING PIPES



WINE

Wine is made by fermenting grape juice. It is not distilled and has a far lower alcoholic content (about 14%) than whisky. Sparkling wines like champagne are bottled before fermentation is complete, so that bubbles of carbon-dioxide gas remain in the liquid.



BEER

Beer and all other malt beverages (stout, lager, ale, porter) are produced from a grain mash. The mash is malted and flavored with hops. It is then partially fermented by the addition of yeast. Some carbon dioxide remains to charge the liquid.



BOURBON

Bourbon is fermented and distilled from a grain mash in the same way as rye whisky (see diagram above). The principal ingredient, however, is corn instead of rye. Bourbon is distilled at not more than 160 proof; otherwise it becomes "corn whisky."



SCOTCH

True Scotch whisky is made only in Scotland. It is fermented and distilled in much the same way as rye, but the main ingredient is barley. The whisky has a smoky flavor because the malt used is roasted over peat fires with the smoke passing through malt.



BLENDED

Blended whisky contains at least 20% straight whisky of 100 proof, combined with neutral spirits (alcohol distilled at or above 190 proof from any material). A distiller can maintain a more nearly uniform flavor in a blended whisky than in a straight one.

3 The cold mash is pumped into the fermenter (below), where yeast is added from the yeast-culture tub (left). The mash remains in the fermenter about three days while yeast changes grain sugars into alcohol and carbon-dioxide gas. The gas bubbles up through the mash and keeps it in motion. When all the fermentable sugars have been transformed, the mash is called "distiller's beer."



FERMENTER

4 The distiller's beer is pumped into the still (right). There the fact that alcohol has a lower vaporizing temperature than water is used to separate the alcohol in the beer from the water and foreign matter. The still is divided into compartments by horizontal perforated plates. The beer flows on to the top plate first, then through overflow pipes onto lower plates. Some alcohol is vaporized on each plate by jets of steam rising from the bottom of the still through the plate perforations. By the time beer reaches the bottom, most of the alcohol has been vaporized out of it.

STILL

DISTILLER'S BEER

ALCOHOL VAPORS

STEAM

NEW WHISKY

STILLAGE

CONDENSER

5 The alcohol vapor rises out of the top of the still into the condenser (left). A jacket of cold water around the condenser cools the vapor and condenses it back into liquid form. The resulting liquid is called "new whisky" and ranges from 50% to 60% alcohol (100 to 120 proof).

6 The "new whisky" tastes raw and must be carefully aged in charred white oak barrels (below). The charred inner surface of the wood absorbs many impurities in the whisky. Meanwhile the whisky soaks into the wood, and its congeners (foreign matter remaining after distillation) react with the acids of the wood to produce the color, texture and flavor of fine whisky.



SECTION OF CHARRED BARREL STAVE



BRANDY



LIQUEUR



GIN



RUM



VODKA

Brandy is distilled from wine or from a fermented fruit mash. After distillation it is aged in wood, sometimes for as long as 55 years. Most brandy is made from grape wine. Cognac is brandy made from grapes grown in the Cognac region of France.

Liqueurs are made by flavoring brandy with ingredients like mint, fruit, cacao, etc. One method is to steep the flavoring agent in the brandy, leave it for six to eight months. The other method is to leave it only 24 to 48 hours, redistill the brandy.

Gin is a pure grade of neutral spirits (alcohol) diluted and flavored with the essential oils of juniper berries and other herbs, leaves and roots. It is usually distilled but can be made by the simple addition of the oils to the spirits. It is not improved by aging.

Rum is distilled from the fermented juice of sugar cane, molasses or any sugar-cane product. It can be aged in either charred or uncharred casks. Most rum is colorless when distilled, is colored golden brown by aging and by the addition of caramel.

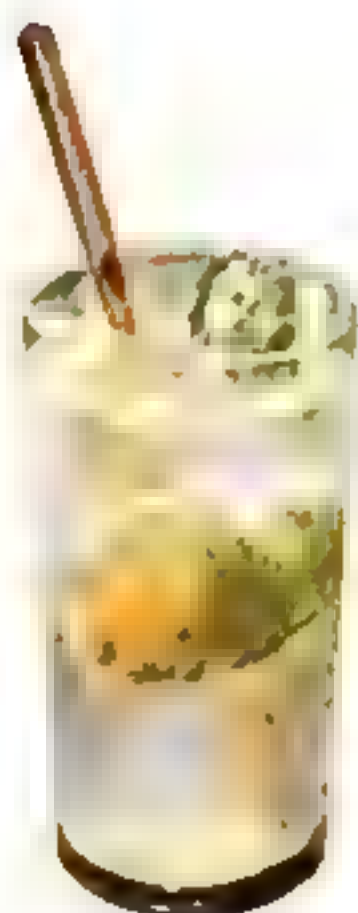
Vodka is distilled in much the same way as whisky, but from a wheat mash. Cheap grades are sometimes made from potatoes or corn. In distilling some types the alcohol vapors are passed through a column of aniseed. It is colorless and is not aged.

THIS IS THE WAY TO MAKE THIRTY FAVORITE DRINKS



PLANTER'S PUNCH

1 oz. lemon or lime juice, 1 teasp. sugar, 1 jigger Jamaica rum. Shake well with fine ice and pour unstrained into 10-oz. glass. Decorate with slice of orange, lemon, cherry and sprig fresh mint.



GIN RICKEY

Juice and rind of $\frac{1}{2}$ lime. Cube of ice. 1 jigger of gin. Fill with club soda.



SLOE GIN FIZZ

1 $\frac{1}{2}$ oz. lemon juice, 1 teasp. sugar, 1 jigger sloe gin. Shake well with cracked ice and strain into highball glass. Fill with ice-cold soda.



MINT JULEP

In 10-oz. glass muddle few sprigs fresh mint with 1 teasp. sugar and splash of soda. Fill glass with fine ice and pour in 1 $\frac{1}{2}$ oz. of bourbon. Set glass into container and pack tightly with fine ice. Stir mixture briskly for minute to freeze ice to outside of glass. Lift out and decorate with 2 sprigs mint, slice of orange, lemon and a cherry. Fine powdered sugar dusted over mint adds to frosted appearance of drink.



SINGAPORE SLING

1 oz. lemon juice, $\frac{1}{2}$ teasp. sugar, 1 oz. gin, 1 oz. cherry brandy. Shake well with cracked ice and pour unstrained into 10-oz. glass. Decorate with slice of orange, lemon and a cherry.



TOM AND JERRY

1 whole egg, 1 teasp. sugar, 1 pinch salt. Mix by hand or electric mixer. Add 1 jigger of rum. Pour mixture into glass mug. Add boiling water slowly while stirring to prevent egg from curdling. Sprinkle nutmeg on top.



HOT TODDY

In glass mug place the following: 1 lump sugar, 1 stick cinnamon, 3 cloves stuck into slice of lemon, 1 jigger of rum, whisky or brandy. Leave silver spoon in glass to prevent heat from cracking it. Add boiling water.



SIDE CAR

$\frac{1}{2}$ oz. lemon juice, $\frac{3}{4}$ oz. brandy, $\frac{3}{4}$ oz. Cointreau or triple sec. Shake well with cracked ice and strain into cocktail glass.



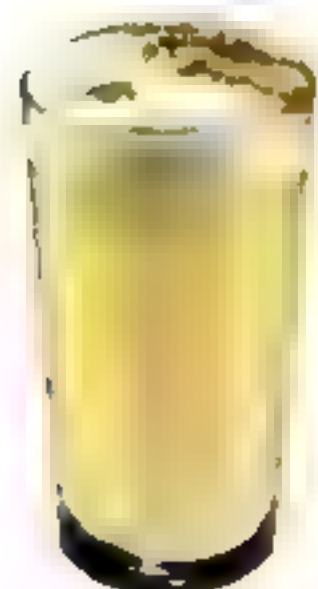
OLD FASHIONED

1 lump sugar saturated with bitters, splash of soda, muddle. 1 cube of ice, 1 slice of orange, lemon and a cherry. Over this pour 1 jigger of rye, bourbon or Scotch whisky.



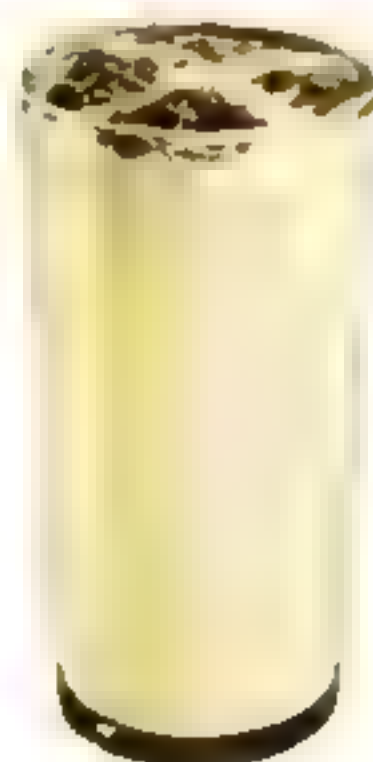
MANHATTAN

$\frac{1}{2}$ sweet vermouth, $\frac{3}{4}$ rye or bourbon whisky bitters if desired. Stir with cracked ice and strain. Serve with cherry. DRY MANHATTAN Dry instead of sweet vermouth.



SHERRY FLIP

1 whole egg, 1 teasp. sugar, 1 jigger sherry. Shake well with cracked ice and strain into Delmonico glass. Sprinkle nutmeg on top. Brandy or port may be used instead of sherry.



EGGNOG

1 whole egg, 1 teasp. sugar, 5 oz. milk, 1 jigger liquor (brandy, whisky, rum or sherry mostly used). Shake with cracked ice and strain. Sprinkle grated nutmeg on top.



FROZEN DAIQUIRI

$\frac{3}{4}$ oz. lemon or lime juice, $\frac{1}{2}$ teasp. sugar, dash maraschino liqueur, 1 $\frac{1}{2}$ oz. white rum. Mix with fine cracked ice on electric mixer or shake well by hand. Pour unstrained into champagne "saucer." Top with a cherry.



DAIQUIRI

$\frac{1}{2}$ oz. lemon or lime juice, $\frac{1}{2}$ teasp. sugar, 1 jigger white rum. Shake well with cracked ice and strain.



DUBONNET COCKTAIL

1 oz. gin, 1 $\frac{1}{2}$ oz. Dubonnet. Stir with cracked ice and strain. Top off with a twist of lemon peel.



WARD 8

1½ oz. lemon juice, 1 teasp. sugar, 1 jigger rye, 1 dash grenadine. Shake well with cracked ice and pour unstrained into 10-oz. glass. Decorate with slice of orange, lemon and a cherry. Top off with claret wine.



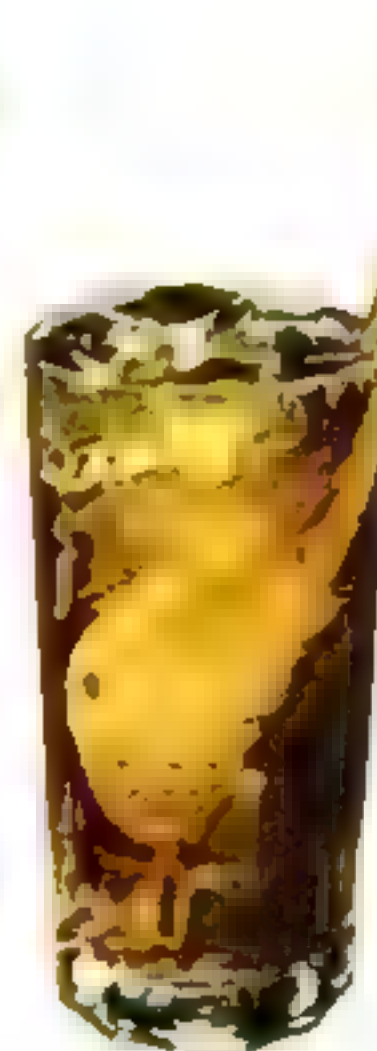
TOM COLLINS

Dissolve 1 teasp. sugar in juice of 1 lemon, add cube ice, 1 jigger gin. Fill with soda while stirring. **RUM COLLINS:** Rum instead of gin. **JOHN COLLINS:** Rye or bourbon instead of gin.



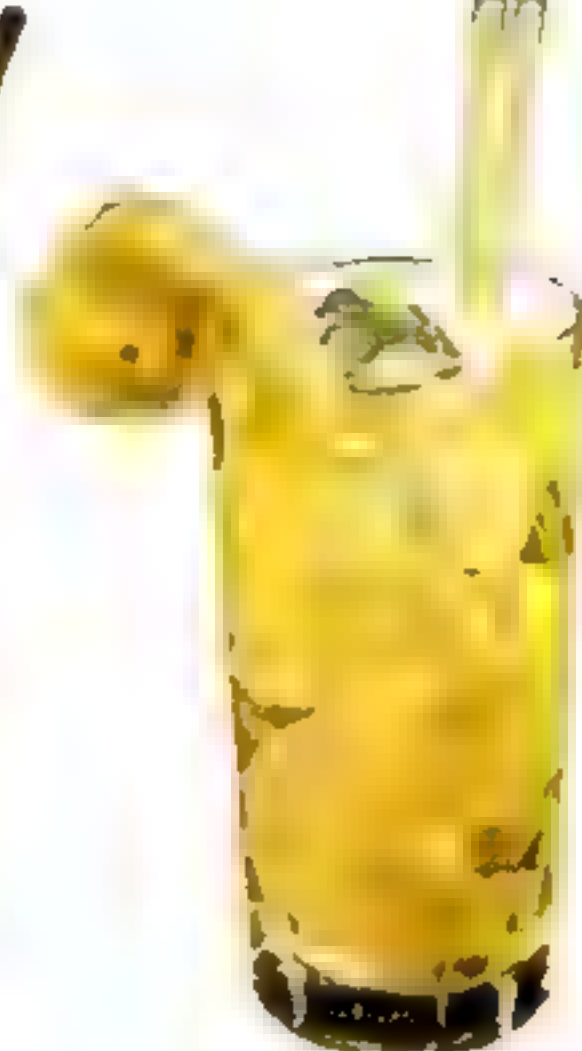
ZOMBIE

1 oz. lemon juice, 1 oz. lime juice, 1 oz. Chin. no. 1 Boy Zombie Mixer, 1 oz. pineapple juice (unsweetened), Dash bitters, 1½ oz. heavy bodied rum, 1½ oz. gold rum, 1½ oz. white rum. Shake with cracked ice and pour unstrained into Tom Collins glass. Decorate with fruit and mint.



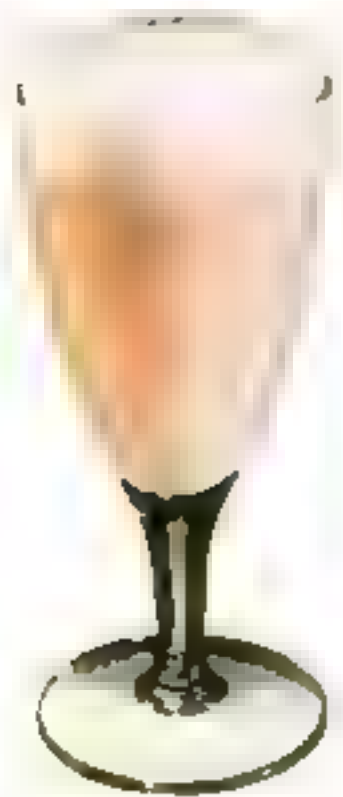
CUBA LIBRE

Juice and rind of ½ lime. Cube of ice. 1 jigger of rum. Fill with cola.



HORSE'S NECK

Peel whole lemon spirally from tip to tip. Hang one end of peel over lip of Collins glass allowing rest to curl around cubes of ice. Add jigger of any liquor and fill with ginger ale.



PINK LADY

½ oz. lemon juice, ½ oz. grenadine, 1½ oz. gin, ½ oz. heavy cream. Shake with cracked ice and strain.



STINGER

¾ oz. white creme de menthe, 1 oz. brandy. Shake well with cracked ice and strain into cocktail glass.



CHAMPAGNE COCKTAIL

Place 1 lump of sugar in a champagne "saucer" and saturate with bitters. Fill with ICED champagne. Top off with a twist of lemon peel.



POUSSE CAFE

Into pony glass pour following ingredients very carefully in order named: grenadine, maraschino, creme yvette, green chartreuse, brandy. Use bar spoon to help float each cordial on preceding one.



ANGEL'S KISS

Fill ¾ of pony glass with creme de cacao. On this float heavy cream. Top off with cherry on toothpick.



MARTINI

½ dry vermouth, ¾ gin. Stir with cracked ice and strain. Serve with olive or pearl on on. **SWEET MARTINI:** Sweet instead of dry vermouth, cherry instead of olive.



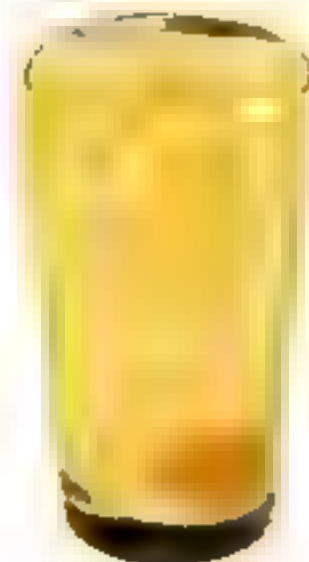
BACARDI

½ oz. lemon or lime juice, ½ teasp. sugar or a few dashes of grenadine, 1 jigger of Bacardi rum. Shake with cracked ice and strain.



ALEXANDER

¾ oz. creme de cacao, 1 oz. gin or brandy, ¾ oz. heavy cream. Shake with cracked ice and strain.



SOURS

1½ oz. lemon juice, 1 teasp. sugar, 1 jigger rye. Shake well with cracked ice and strain into Delmonico glass. Serve with slice of orange and a cherry. Scotch, bourbon or brandy may be used instead of rye.



CREME DE MENTHE FRAPPE

Fill cocktail glass with fine ice. Over this pour green creme de menthe. Serve with short straws. Other liqueurs may be served same way.



THE CRYSTAL in Virginia City, Nev., famous for its gold-plated chandeliers, is the gaudiest remnant of the great mining days of the Comstock Lode. Important drinkers put

their signatures on the bar register, which contains names like Ulysses S. Grant, Thomas A. Edison and John Mackay, who dug a fortune out of Virginia City mines.



BUCKHORN LODGE in Denver is owned by H. H. Zietz, called Buffalo Bill's last surviving scout. The walls are covered with stuffed animal heads, including a two-headed calf.

HERE ARE FAMOUS U.S. BARS

Today is not by any means the heaviest drinking era in American history. Early colonial drinking habits were moderate, based on wine and malt liquors. But rum soon became the ubiquitous and ever-flowing drink of the nation. In 1864 Americans drank more heavily—2.71 gallons per capita—than in any other recorded year.

Whatever the degree, however, Americans have always liked to drink, especially in public places. Even in colonial days taverns were set up near churches so that thirsty sinners might be refreshed. Vestries of certain Episcopalian churches met regularly at the tavern to drink rum at the expense of the congregation. After repeal of Prohibition, bars were dressed up in chromium and, continuing the custom of speakeasy days, catered to women as well as to men. The most popular of today's bars are about evenly divided between glittery, modernistic palaces and imitations of old-time taverns. On these pages are five of the most famous.



COCK 'N BULL in Hollywood, Calif., an imitation English tavern, is popular with movie crowd. It features a drink called "Moscow Mule," of vodka, lime juice, ginger beer.



YE OLDE CELLAR on Michigan Avenue in Chicago has entertainment at the bar. Such barroom cabarets are typical of Chicago, have become popular in past few years.



ZEBRA ROOM in the Town House, Los Angeles, features "Vesuvius," which costs \$5. Recipe: pack 1 1/2 ounces shaved ice in glass; pour in 1/2 ounce grenadine. Add more

ice and over it pour one ounce creme de menthe. Repeat with Cointreau, then with Southern Comfort. Top with lemon rind soaked in rum and dipped in sugar. Light it.

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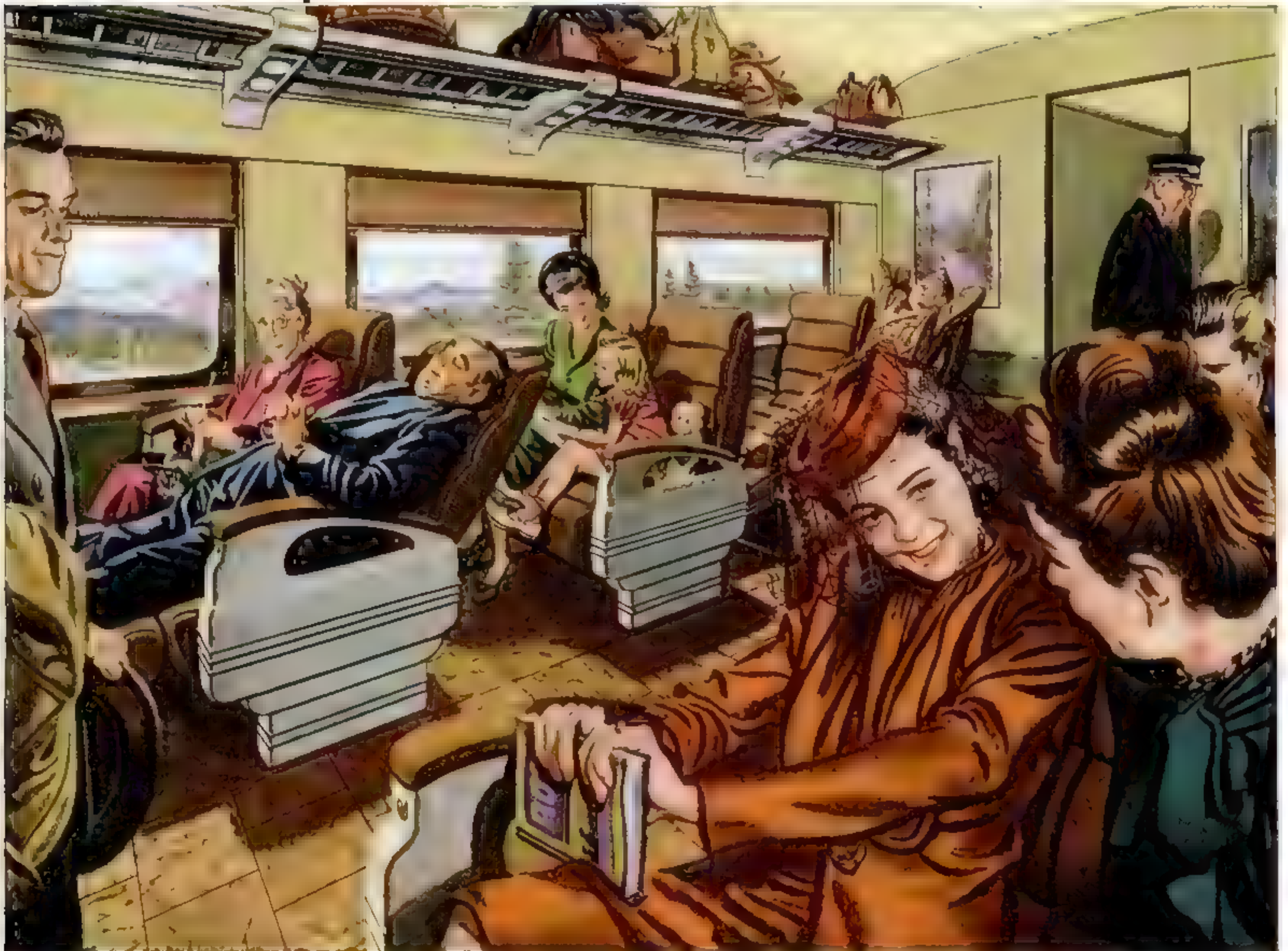
A new type of chair with Chaise Lounge comfort will give round-the-clock service on the streamlined "Day-Nite" coaches. Pullman-Standard is building for the Northern Pacific. Scientifically designed to support the whole body, they are adjustable to give perfect rest in any posture and equipped with leg rests for reclining full-length.

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at high speeds, improved braking and coupling, healthful air conditioning, cleanliness en route, and sound deadening. Coach passengers will be amazed at the carefully planned appointments created for their enjoyment in the new "Day-Nites."

Superior quality, traditionally fine craftsmanship, technically advanced engineering and creative design all add up to a high expression of travel pleasure and safety in every car built by Pullman-Standard. Watch for the new "Day-Nites" — Sleepers — Diners — all comprising a great new streamlined fleet scheduled for "The Main Street of the Northwest." For the finest and safest in rail transportation, look for the Pullman-Standard nameplate in each car.



The "Day-Nites" have spacious, well-equipped dressing rooms; out-of-the-way storage for unneeded baggage; localized reading lights; and beautifully styled interiors.

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PATENT APPLIED FOR

LIQUOR

CONTINUED FROM PAGE 67

eases in large measure by making sure of sufficient vitamin intake.

Apart from this somewhat tangential by-product of very prolonged heavy drinking, modern research gives alcohol a clean physiological bill of health. The Drys have taught for years that drinking in any degree may blast the liver, kidneys and gastrointestinal tract, and make the drinker prone to cancer, heart disease, ulcers, tuberculosis, arteriosclerosis and many other dire ailments. These claims, often accompanied by fearful-looking pictures of inflamed organs, have no foundation in fact, according to Drs. Elvin M. Jellinek and Howard W. Haggard in their recent study, *Alcohol Explored*. Of course the habitual heavy drinker who neglects his diet and general health is more susceptible to almost any disease than a nondrinker and consequently has a shorter life expectancy. But there is no difference in the average life expectancies of moderate drinkers and nondrinkers, and by and large the former may be somewhat healthier. They show a slightly lower death rate from heart disorders and cancer, and tend—in spite of popular belief—to develop stomach ulcers less often than nondrinkers. This probably is because the average moderate drinker is apt to be a more relaxed individual than the abstainer.

THE MYTHS OF DRINKING

TWO OTHER old stand-bys of Dry propaganda include cirrhosis of the liver and "kidney trouble." It is true that cirrhosis occurs much more commonly among heavy drinkers than among abstainers and this used to be accepted as *prima facie* evidence of the baleful effect of alcohol. But the fact that it occurs at all among nondrinkers indicates that other causes are involved, and medical research now inclines to the theory that nutritional factors may be responsible. As for "kidney trouble," the increased flow of urine which accompanies drinking seems to have been the basis of the notion that alcohol injures the kidneys. It is now believed that urine formation normally is retarded by an inhibitory secretion from the pituitary. When alcohol reaches this gland the secretion is reduced, whereupon the kidneys release more than the ordinary amounts of urine—in fact, more than the equivalent of the liquid consumed by the drinker. This does no harm to the kidneys, however.

One of the most persistent myths in the folklore of alcohol is that drinking injures germ plasma and has an evil hereditary influence, but the evidence does not bear this out; indeed it is somewhat to the contrary. Alcohol perhaps assists sperm selection, for in weak concentrations occurring in the body fluid it seems to affect the feebler and less active sperms while not affecting the vigorous ones except to slightly reduce their motility. Certainly it does not appear to have any adverse effect on fertility because, on all social and economic levels, drinking families have more children, on the average, than nonalcoholic ones. This superficially may testify to the legendary aphrodisiac qualities of alcohol, but what commonly passes for true sex stimulation is actually libido release following anesthetizing of the moral censor.

Probably the word "stimulant" always will be used in connection with alcohol despite the fact that research has proved many times the fallacy of this idea. By its action on the brain alcohol creates an illusion of stimulation, but the actual effect is otherwise. With the intellectual self-critic lulled, the drinker's self-esteem rises, and both his sense of discrimination and his behavior restraints decline. Alcohol dulls his perception of cold, pain or other discomfort and fills him with an easy warmth, a fine expansiveness and sense of well-being known as euphoria. In this mood he is absolutely certain that he can drive a car, ride a horse, compose a song or fight a duel better than when sober. He is "stimulated."

Meanwhile his ability to do any of these things has declined in ratio to his blood concentration of alcohol. Psychiatrists have summarized a large number of tests which show that all functions are measurably impaired a short time after consumption of relatively small amounts of alcohol. For example, an hour after taking six ounces of whisky, subjects' visual reactions (i.e., response to a flashing light) were slowed by more than a third. In other tests, with varying amounts of alcohol administered, memorizing poetry took subjects twice as long as when sober; performance of mathematical problems declined 13%; there was a 67% increase in errors

CONTINUED ON NEXT PAGE

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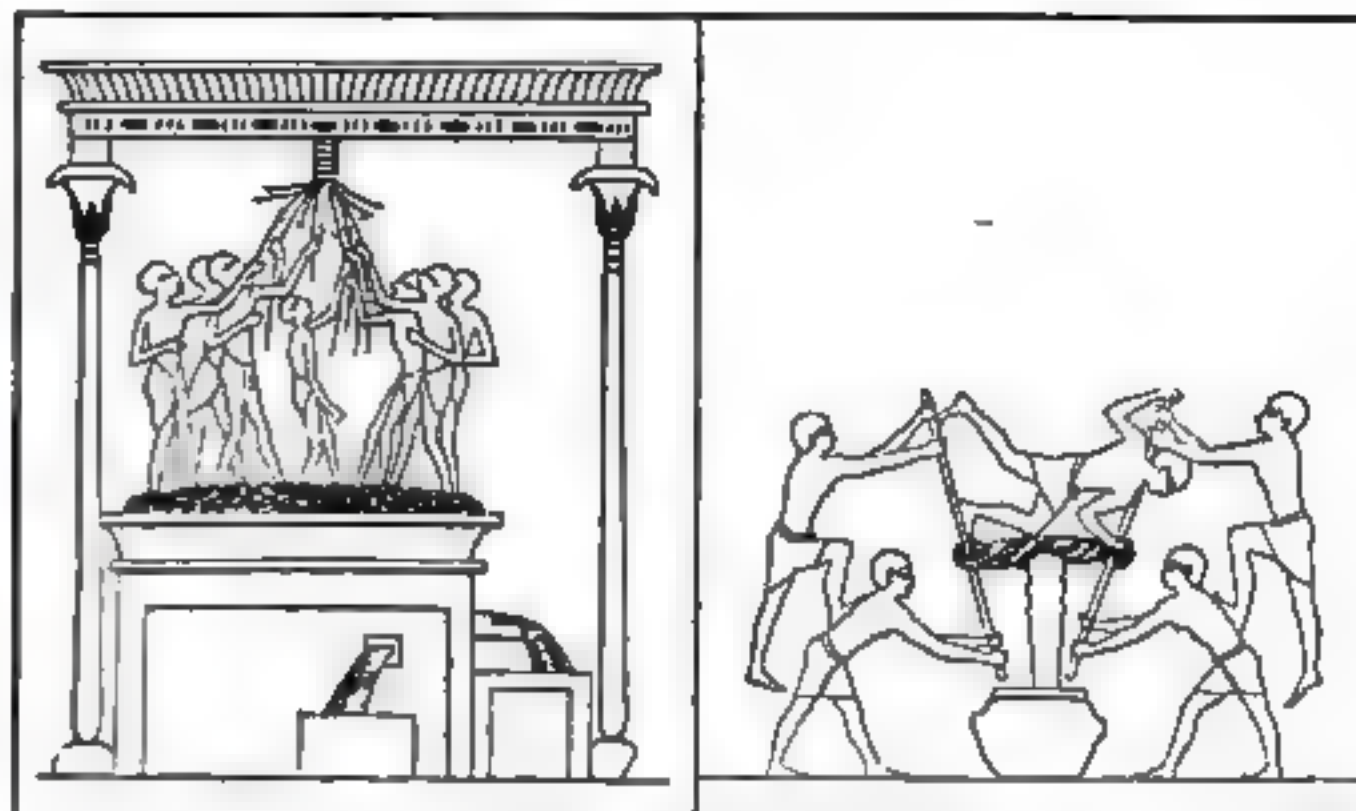
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OLD EGYPTIAN WINE PRESSES, dating back to 3000 B.C., include a foot press (left) and hand frame (right). Egyptians trained monkeys to gather the grapes.

LIQUOR CONTINUED

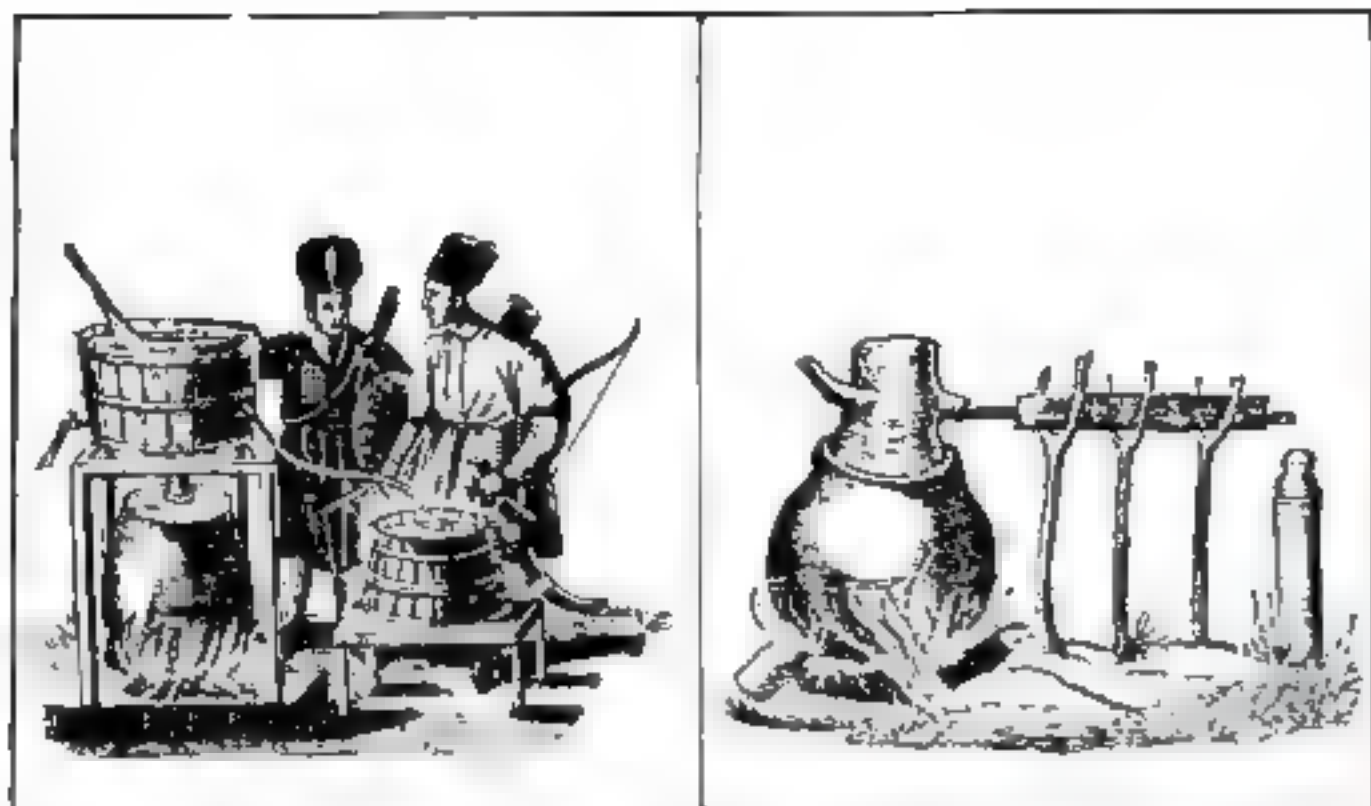
of reasoning. And while subjects were less conscious of fatigue after alcohol, a laboratory test machine showed that their muscular strength actually had dropped by 10%.

It is not drunken driving but the combination of sluggish reactions and subjective certainty of fine performance in moderate drinkers which makes alcohol such a large factor in motor accidents, for pedestrians as well as drivers. During the war years national summaries of fatal accidents showed that about 20% of adult pedestrians killed were under the influence of alcohol to some extent, compared to about 12% of the drivers involved. Only about half of them were intoxicated in the legal sense and very few were conspicuously drunk. In states which administer blood tests police report that drivers who have been drinking moderately often are offended by suggestions that their coordination is less than perfect. They are eager to take tests to "prove their innocence."

In some circumstances certain individuals seem to be exceptions to the rule that alcohol invariably reduces mental and physical efficiency. These persons actually do increase their output and improve their skills after drinking, particularly in competitive situations. The reason seems to be that in the sober state they are so subject to feelings of anxiety and inferiority that they feel beaten before they start and never achieve their potential efficiency. With the release from inhibitions through alcohol, they gain confidence to such a degree that they better their customary sober standards. The alcohol still works to retard them, but the lessening of the anxiety state more than counterbalances this factor. Here, probably, is the explanation of the many writers and artists who have done their "best work" while intoxicated. Creative effort suffers just as much as any other activity from alcohol, but many authors at least seem to require constant alcoholic disinhibiting in order to do any work at all.

Still partly unanswered is the question of the wide individual differences in alcohol tolerance. Alcohol has a similar effect on every drinker and is burned at the constant rate of three quarters of an ounce per hour by every drinker. But on the same number of drinks one person will become noticeably intoxicated while another shows no signs of any reaction. The size of the drinker has bearing on this, since a large man with more body fluid will need somewhat more alcohol than a small one to reach the same concentration. However, it is believed that the important factor is the drinker's personality and his attitude toward alcohol. In general, people who normally are sedate seem to stay sober longer than those of an excitable temperament, and the hardened drinker can control the effects of alcohol longer than the beginner, at least up to a point. After deep intoxication is reached, one drinker's control is no better than another's, for when alcohol concentrated in the blood is in the neighborhood of .4% he automatically becomes unconscious. If it were not for this safety factor, deaths from alcohol "poisoning" probably would be very common instead of exceedingly rare. Short of deliberately drinking about a pint of undiluted alcohol all at once, it is impossible to bring the blood concentration to the point (from .7% to .9%) where the automatic nervous system is paralyzed and breathing and heart action stop.

Today, in defining types of drinkers, doctors and psychiatrists no longer pay so much attention to the amount of alcohol consumed or the frequency of consumption but instead analyze the drinker in terms of his psychological relationship to alcohol. As stated before, there are an estimated 50,000,000 users of alcohol in the



CRUDE STILL (left) was used by ancient Caucasian tribes to obtain their liquor. An even cruder method (right) distilled palm juice for the natives of Tahiti.

country, of whom about 46,000,000 are purely "social drinkers" and no problem.

Then there is a group estimated at some 3,000,000 which comprises the "excessive drinkers" in various degrees. An excessive drinker frankly likes to get drunk and out of control every once in a while, as at conventions, reunions and other tribal rites, but the rest of the time he handles alcohol carefully and may not drink at all. He usually is not a problem except when on a bender and behaving like an oaf.

Finally, there are the estimated 750,000 alcohol addicts, or chronic alcoholics. They are not easy to define as a group because they drink in different ways and for different reasons. Some begin as social drinkers and drift into the vicious circle of alcoholism wherein drinking causes the loss of a job or disruption of the family or some other disappointment which in turn seems to demand more drinking, and so on. Others drink because of neurotic states which prevent them from adjusting to the world of reality and cause them to retreat to the perpetual fantasy of alcohol. Still others seem to be engaged in slow suicide. To all, however, alcohol has become the main reason for existence. It may take a long time for an incipient alcoholic to reach this stage, but medical men consider that the danger line is crossed when a drinker allows alcohol to interfere with any of his important life activities.

The alcoholics come from all social and economic groups and from all races. People of Irish, English and Scandinavian descent seem most prone to alcoholism while Jews and Italians are least susceptible. Male alcoholics heavily outnumber women, and there is a high incidence of people of both sexes who were "only" children and probably overly attached to one parent or the other. On this point Charles Jackson in a recent article stated, "It is my belief that alcoholism is largely the fault of parents who overindulge or overprotect their children to the point where they (the children, grown older but still childish) cannot face reality and seek 'escape' in drink." Certainly a prominent characteristic of the alcoholic personality is selfishness—an inability to tolerate reverses or even simple boredom, a kind of naive expectation that whatever he desires should be his for the asking, and little regard for the opinions or feelings of others. His drinking inevitably involves his family, friends and business associates, if any, and usually makes him familiar with the police, the public hospitals and various social agencies. Thus the problem of alcoholism concerns far more than the fate of the alcoholics.

Until quite recently it was almost axiomatic that the only cure for alcoholism was self-cure. The sick drinker was supposed to decide to stop drinking and then simply stop, with or without outside help. Since this was a good deal like deciding to give up malaria without taking atabrine or quinine, the outlook was more than dubious, and for all practical purposes the disease was considered incurable. Doctors wasted as little time as possible on such hopeless cases and the public attitude was a derisive, "Once a drunk, always a drunk."

Today, thanks to the development of new psychotherapeutic techniques, alcoholics are being cured in large numbers. It is no longer necessary, though still desirable, for patients to be grimly determined to quit drinking, as long as they approach treatment with the realization that they cannot control alcohol.

The psychiatric phase of treatment initially consists of uncovering the basic motivation for the inebriate's behavior. Since most alcoholics fit into well-established patterns, this exploratory work generally is not too long or difficult and rarely entails anything as

CONTINUED ON NEXT PAGE



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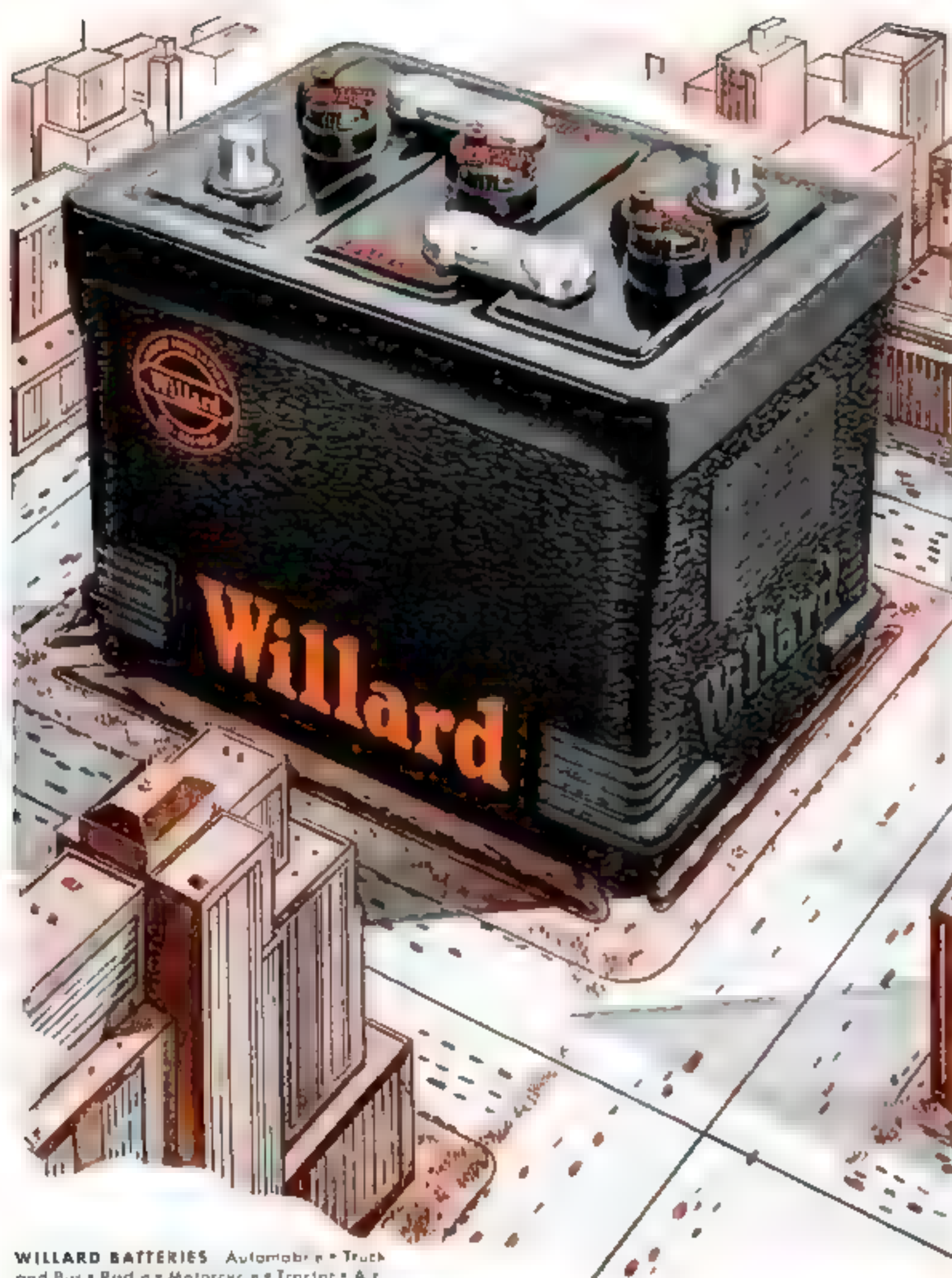
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LIQUOR CONTINUED

elaborate as psychoanalysis. It can be accomplished in most cases by narcohypnosis, the psychiatric examination of the unconscious mind while the conscious is blacked out by drugs.

Furthermore, in cases where other treatments have been unsuccessful, a majority of patients can be brought to stop drinking at once by a form of conditioned reflex known as "aversion therapy." This is similar in principle to an ancient Roman "cure" whereby an alcoholic had to drink wine in which live eels were swimming, on the theory that this would create disgust. In the modern treatment the institutionalized patient is given an injection of a drug called emetine which in a few minutes produces nausea and vomiting of a spectacular sort. Just before it takes effect the therapist hands the patient a glass of his favorite liquor and urges him to drink it down. Immediately afterward it comes up again and the treatment is repeated daily for about a week, then at intervals of a month, two months, six months and a year until the patient is sickened by the thought of drinking. After two years of total abstinence he is considered cured, and so far the method has been reported successful in 60% of all cases. The average of cures reported for all treatments now in use is said to be above 50%, compared to a scant 20% in 1930. Even more hopeful, in the opinion of psychiatrists, is the fact that the average age of patients voluntarily arriving at clinics is steadily declining. This means that prealcoholics are becoming aware of the dangers ahead of them and are applying for treatment when cures can be accomplished most easily and most successfully. The trend in cures is matched by expanding activity of Alcoholics Anonymous, a national organization of ex-inebriates which works on the principle that loneliness is one of the main causes of drinking and substitutes friendship and mutual encouragement for the bottle. Statistically the results have been even more impressive and individually beneficial, since the psychiatric root of the problem is attacked, than those of the aversion therapy. Numerous church and civic groups interested in the rehabilitation of alcoholics are also having a vital role in the over-all campaign.

Encouraging as these recent achievements are, it is probable that a 100% cure for alcoholism never will be devised. And the point is that, curable or not, it is a condition to be avoided: smallpox, pneumonia and typhus also have a high and increasing incidence of cure, but no sane person would knowingly expose himself to them. The particular deadliness of alcoholism lies in the fact that it affects not only its victims but their families and society at large. Thousands of divorces have had their origin in alcoholism, and likewise the alcoholism of parents is often a contributing factor in juvenile delinquency. Financially the loss due to this form of human erosion is comparable to that of soil erosion, which has enjoyed more governmental attention: expenses for hospitalization, the cost of accidents and crimes, the maintenance of drunken persons in jail, the support of persons dependent on alcoholics, plus potential wages lost because of alcoholism, are approaching a billion dollars a year, as indicated in *Some Economic Aspects of Alcohol Problems* by Benson Y. Landis. Somewhat less than that, if used to support such groups as Alcoholics Anonymous and to endow psychiatric clinics where the potential alcoholic could be helped *before* his neurosis is too far advanced, would prevent not only economic loss but many personal tragedies.

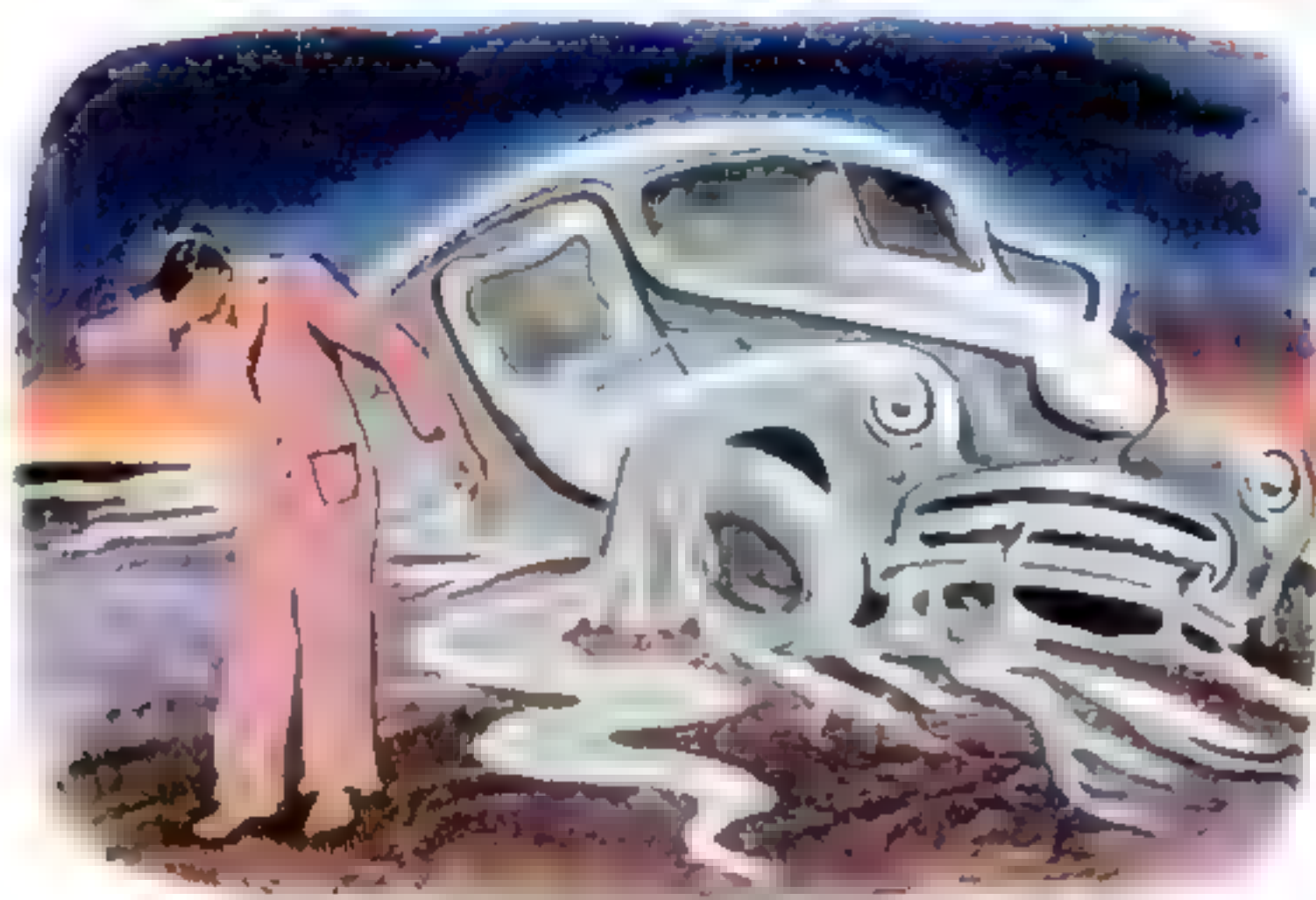


U.S. PROHIBITIONISTS are again becoming active. Editor Deets Pickett reads his newly revived *Clipsheet*, sponsored by the Methodist Board of Temperance. Prohibitionist drives are aimed at drying up individual states through local option and referendums. About 20% of population now lives in dry territory.

**You can laugh off this
bogey in the morning**



— but here are some you can't!



How long can your old car hold together? Every day about 5,000 like it are being towed to the junk heap. Better take care yours isn't next! By "care" we mean—*put it in the hands of your Veedol dealer for thorough, regular lubrication check-ups!*



Your hope of a new car is apt to remain just a hope for some time. Here are the hard facts. Demand: more than 16,000,000. Supply: probably less than four million this year. Don't gamble on your slim chances. *Let Improved Veedol help keep your car in trim.*



Anyway, you can get parts now . . . or can you? The fact is that parts are scarcer today than ever—are likely to remain so for a long time. Don't be fooled into being careless with your car! *Baby it as you have never done before—with Improved Veedol.*

Today—an even finer Veedol to protect your car!

You've known it as the Aristocrat of Motor Oils. Now it's *much* better than ever, *proved* better by actual test! New *Improved Veedol* practically eliminates bearing corrosion . . . lessens sludge deposit . . . improves piston condition by reducing varnish formation.

Today—get *Improved Veedol*, for a cleaner, smoother-running, better protected engine. Get traditional 100% Pennsylvania quality . . . made brilliantly better by war-time research!





WEDDING AT BRIN MAWR BY PAUL DARROW

This was the setting of our wedding—the day bright, our families close—and on my finger the rainbow flashing diamond that so joyously reflected the hope and love and happiness we felt. You see, my engagement diamond is already alive with memories I'll always cherish. You must come and be dazzled by it soon.

	QUARTER-CARAT \$98 to \$175
	HALF-CARAT \$190 to \$375
	ONE CARAT \$450 to \$1800
	TWO CARATS \$1100 to \$2800

When selecting a diamond, a trusted jeweler is your best adviser. For color, brilliance of cutting, purity are as important as actual carat weight. The prices for unmounted quality stones above were averaged from a great many jewelers in November, 1945. Of course these exact weights occur infrequently. Add 20% for federal tax.



BIGGEST TELEVISION STUDIO is Du Mont's in Wanamaker's department store, New York City. Here,

on night of studio opening, audience in the balcony watches show both on the elevated screen and on studio

floor. Image on screen is that of Walter Abel, master of ceremonies for an audience-participation quiz show.

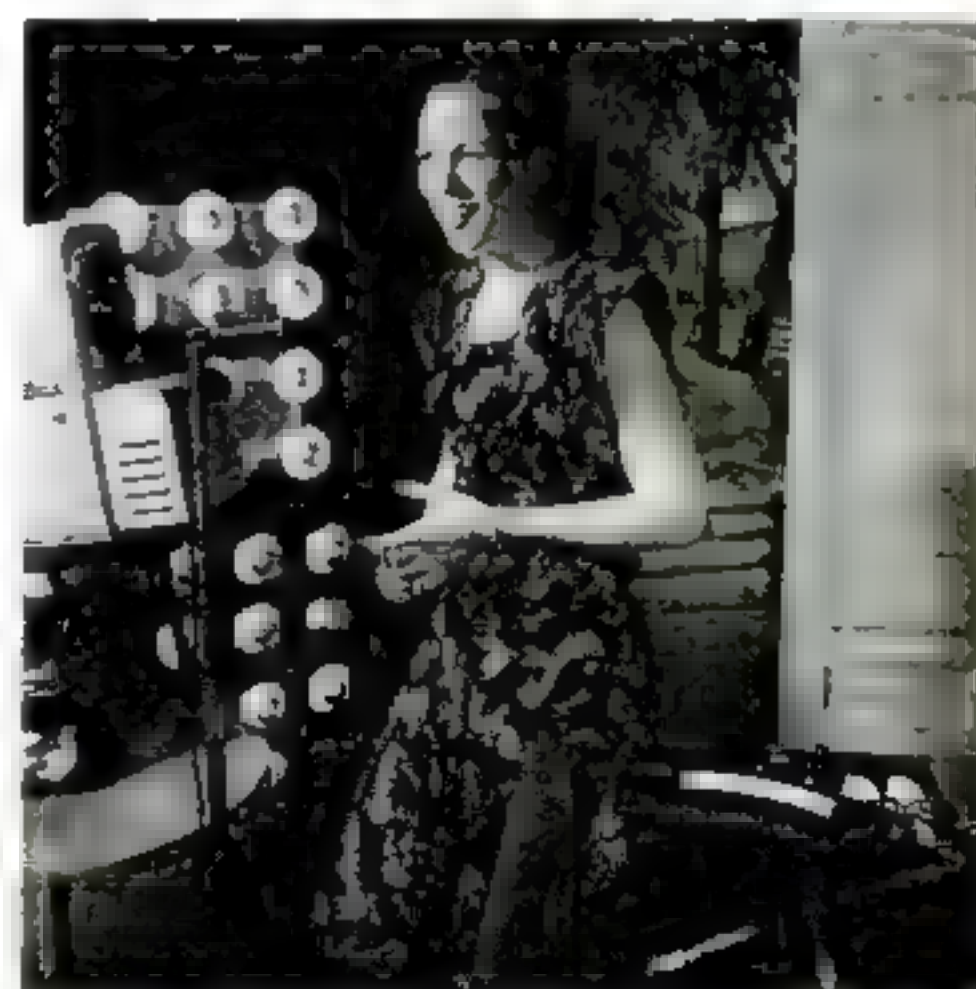
COMMERCIAL TELEVISION

Radio's 20-year-old infant still faces big obstacles in trying to grow up

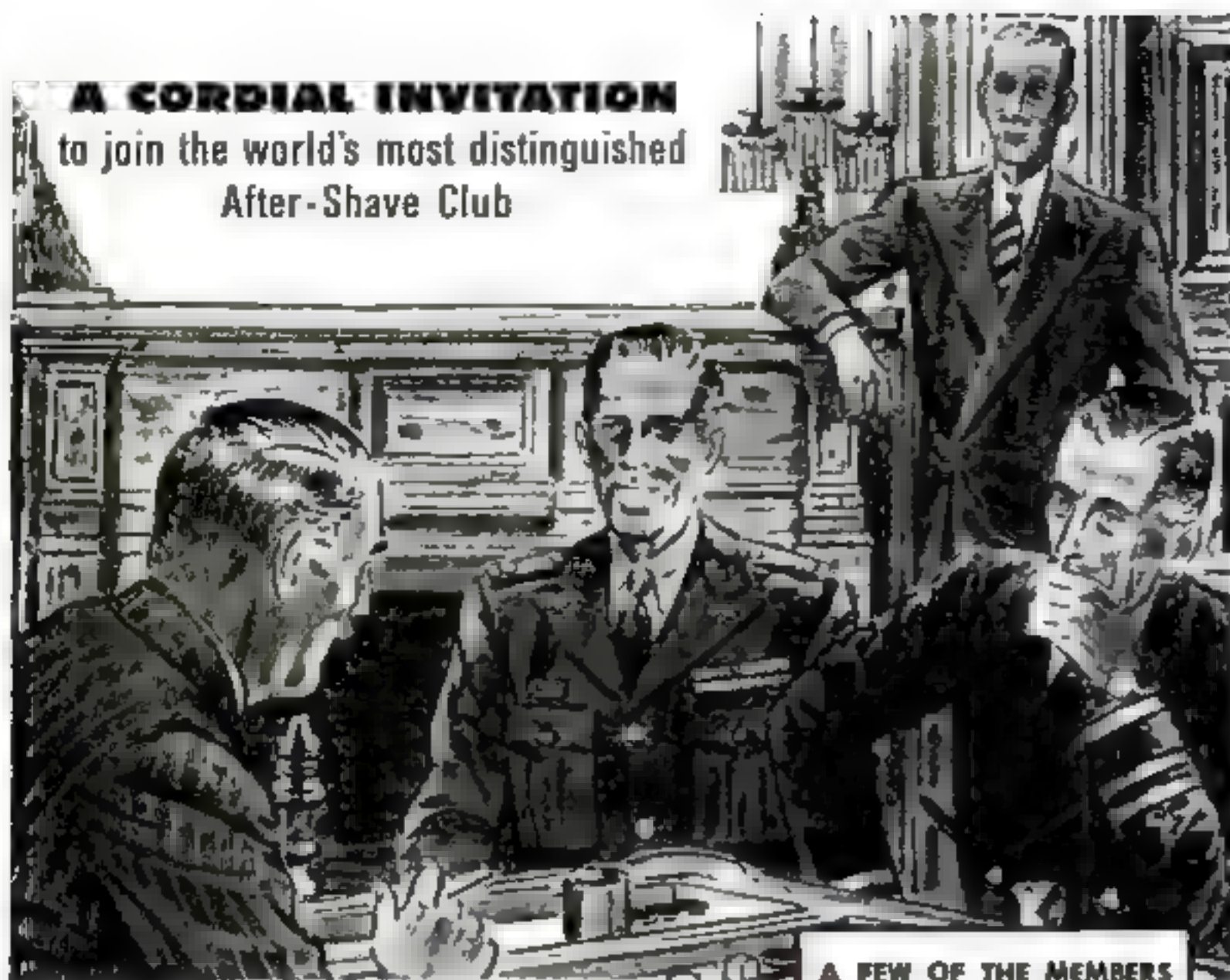
For 20 years a confused but patient public has awaited television's coming of age. This year the infant industry began making noises that sounded adult. It bid for big-name talent. It arranged for drama producers to test their Broadway-bound plays on television instead of on the road. Manufacturers prepared to flood the market with receiving sets selling as cheaply as \$130. But last week, back in full swing after two months off the air while adjusting to new wave bands, television was proving itself still an infant industry.

It boasted its first network, on the Du Mont stations linking New York and Washington. It had

its first regularly sponsored weekly variety show, *Hour Glass* (see pp. 84-85), coming over NBC's new Empire State Building antenna (LIFE, May 20). But it also had a crying need for good scripts, better direction and the kind of camera virtuosity now monopolized by Hollywood. It was still hog-tied by rules forbidding use of music taken from movies or published by firms in which film concerns have financial ties. Worst complication is a ban on "live" music by James Petrillo's musicians' union, which forces singers to make records, then to indulge in pantomime before cameras (right) as their records are played for broadcasts.



SINGERS ARE SILENT in television because of the "live" music ban. Here Evelyn Knight mouths words of song as a record (right) actually sends music over air.



A CORDIAL INVITATION
to join the world's most distinguished
After-Shave Club

★ Join the world-wide company of gentlemen who use Aqua Velva after every shave. Invigorating, bracing as a forest breeze, Aqua Velva cools and refreshes your face—leaves it feeling softer and smoother, with a clean, pleasant scent.

For a luxurious, stimulating finish to your daily shave, use Aqua Velva. It's the world's most popular after-shave lotion.

The J. B. Williams Co., Glastonbury, Conn., makers of fine shaving preparations for over 100 years.



A FEW OF THE MEMBERS

Samuel H. Hildesheim
Jed Hering
Ely Culbertson
Benjamin M. Mandel
John Erskine
Norman Rockwell



FIRST SHOW IS FUZZY, FUNNY

Standard Brands, one of the first sponsors of a one-hour radio variety show, Rudy Vallee's *Fleischmann Hour*, now is first sponsor of a regularly scheduled hour-long television program, *Hour Glass*. Shown here as seen on television screens, *Hour Glass* was funny but fuzzy, well acted but poorly produced. It followed standard radio formulas of songs, comedy acts, skits, punctuated by a long commercial. With *Hour Glass*, Standard Brands has sewed up radio's choicest weekday hour, 8 to 9 p.m. Thursdays, and invested \$4,000 per show, a record. The show was seen by about 20,000 people on approximately 3,500 sets in the New York area, a piddling few compared to the 20,000,000 who hear the same sponsor's \$20,000 Edgar Bergen show. From the public came two fan letters. Both said they liked the show.



INSTEAD OF ANNOUNCER, NBC's television station WNBC uses this animated movie strip to identify the network's call letters.



MISTRESS OF CEREMONIES for *Hour Glass* is Evelyn Eaton. While radio relies on allure of male voices; television turns to girls.



COMEDY ACT, starring ex-Vaudevillian Joe Besser, shows zany antics of rookie who first befuddles, then browbeats tough sergeant.



COMMERCIAL IS VISUAL, with man and woman acting out process of drinking sponsor's coffee, then discoursing on its virtues.



FUNNY MAN Doodles Weaver, a rubber-faced nightclub comedian, does rabbit act which is his big hit at New York's Le Ruban Bleu.



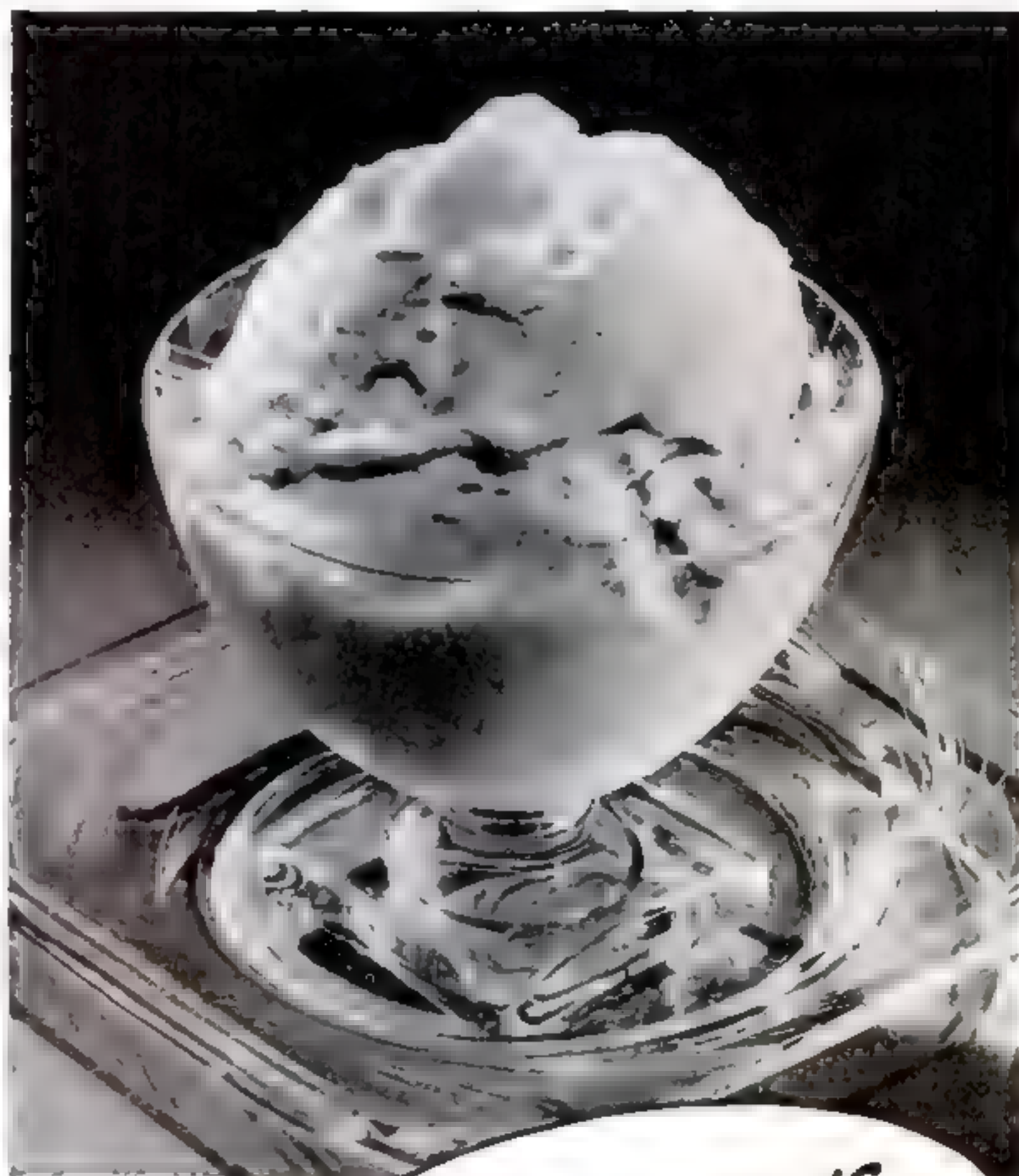
IN DRAMATIC SKETCH, *Moonshine*. Broadway Actors James Monks (left) and Paul Douglas give smart melodrama performances.



DANCE TEAM Enrica and Novello are good but effect is spoiled by cameramen who cut off dancers' feet throughout the number.

VELVETY ICE CREAM

Made with no extra sugar!



**EAGLE BRAND IS
THE SECRET OF THIS
MAGIC RECIPE!**



QUICK!

EASY!

**EXTRA
CREAMY!**

**FOOLPROOF
RECIPE!**

VANILLA ICE CREAM (Automatic Refrigerator Method)

$\frac{3}{4}$ cup Eagle Brand
 $\frac{1}{4}$ cup water
 $1\frac{1}{2}$ teaspoons vanilla
1 cup chilled cream or
evaporated milk

Set refrigerator control at coldest point. Mix Eagle Brand Sweetened Condensed Milk, water and vanilla. Chill. Add cream or evaporated milk. Mix well. Freeze rapidly in freezing unit of refrigerator until half frozen. Scrape from freezing tray into chilled bowl. Beat until smooth but not melted. Replace in freezing unit. Before mixture is completely frozen, beat again until smooth. Finish freezing. Serves 5.



GET THE ORIGINAL Sweetened Condensed Milk, Borden's EAGLE BRAND. Then you're sure of Borden's high quality! EAGLE BRAND is a big time-saver; the blending of fresh, whole milk and sugar is done for you! Foolproof recipes for wonderful ice creams, candies, cookies, in the Book of Magic Recipes. FREE! Send post card to Borden's, 350 Madison Ave., Dept. L-546, New York 17, N. Y. © Borden Co.



CASTING PRACTICE without flies is held on a special platform in the university campus (above). After the practice Marilyn Globisch put a fly on her line, waded into a nearby stream and caught an eleven-inch brown trout (below). But she lost the fish when she tried to remove the hook.



INSTRUCTOR GEORGE HARVEY (CENTER) SHOWS MARILYN GLOBISCH THE

COLLEGE FISHING CLASS

Most college sports are fast and violent and must be discontinued by players shortly after graduation. But the ancient and agreeable art of fishing can be enjoyed by either sex at any age. With this in mind, the Pennsylvania State College this spring started an experimental course in trout fishing. As teacher of the class, college designated ex-Track Coach George Harvey, expert trout fisherman. Early in March, Harvey started lecturing his 26 pupils, seven of whom were girls, on the theory of fishing, the art of casting and the feeding habits of trout.



RIGHT WAY TO HOLD LINE BEFORE RAISING ROD TO MAKE A BACKCAST

Pennsylvania State sets up a special course to teach its students how to catch a trout

Last week, after 20 hours of instruction, Harvey took his class out to the ponds and streams near State College, Pa. The pictures on these pages show how they practiced casting, learned how to handle their lines and, finally, how one of them caught a fish. Pleased by the way his pupils learned their lessons, Harvey assured them they would be competent fishermen by the time they started summer vacation. Equally pleased, the college officials decided to add the course to the regular curriculum next year, give full credit for its successful completion.

CONTINUED ON NEXT PAGE

For Father's Day...
take the
'5 o'clock Shadow'
out of Dad's life!



DOUBLE Dad's delight—with Gem's special Father's Day presentation set! Includes gold-plated Gem Micromatic Razor and five Gem Blades in richly-lined case. *Plus* six added packs of Gem Blades! All this shaving comfort in a fine presentation box — only \$2.75. He'll use it with pleasure, show it with pride. Other attractive Gem gift sets, from 89¢.



AVOID '5 O'CLOCK SHADOW' WITH

GEM RAZORS
and
BLADES

SAMUEL GOLDWYN PRESENTS...



The man who launched a thousand laughs—Danny Kaye in the season's gayest Technicolor musical-comedy, "The Kid From Brooklyn"! Here are the first shouts of praise...

"I have never seen scenes more riotous...you'll laugh 'til you cry...how much funnier can a picture get? Those heavenly Goldwyn Girls...what the sight of them must do to a male pulse, I hate to contemplate!"...says LOUELLA PARSONS

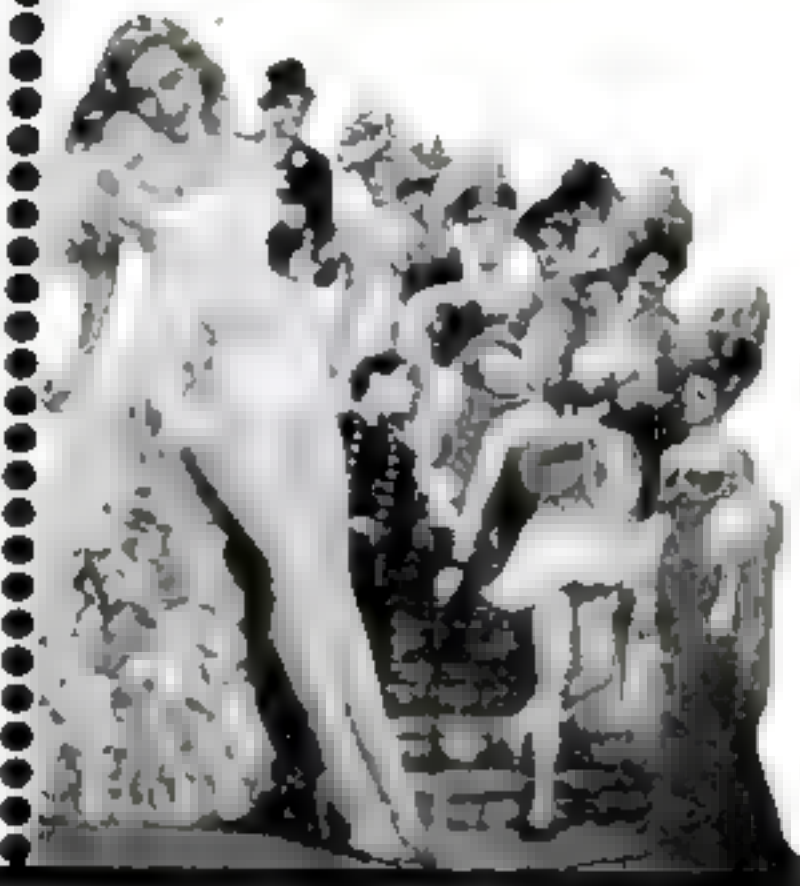
"Comedy with a capital KAYE!"
...says JIMMY FIDLER

"Danny Kaye in 'THE KID FROM BROOKLYN'—at his funniest!" ...says WINCHELL

"The most talked about comedian in the U. S." ...says TIME

"The scenes hit the top of the laugh-meter!"
says FRANK QUINN—N. Y. Mirror

See for yourself—it's Danny Kaye, gorgeous Virginis Mayo, vivacious Vera-Ellen, Walter Abel, Eve Arden, Steve Cochran, Fay Bainter, Lionel Stander, and those luscious, lovely Goldwyn Girls in "THE KID FROM BROOKLYN"!



MORE THAN A WATCH BAND—A PIECE OF JEWELRY

For you: beautiful new basketweave watch bracelets gold-finished in enduring Kreisler quality. At fine stores everywhere... \$9.50 plus Federal tax

Jacques Kreisler

© JACQUES KREISLER, 1946

College Fishing Class CONTINUED



HOW TO TIE A FLY is demonstrated by Harvey, who claims anyone can learn in less than 30 minutes. First, a silk line is tied to hook and wrapped around tail feather (left). Then body material is wrapped on hook shaft (right).



HARVEY DEMONSTRATES the correct position of the rod in the back-cast, which precedes forward cast. Rod must not travel back any farther than this 1-o'clock position. His left hand holds line taut during backward travel.



LAST STEPS in tying show how hackle feather is fixed on the shaft (left), is then wrapped around shaft to give the fly a ruffled collar. This common hackle fly can be made with rooster feathers and silk thread rubbed with wax.



CAST ENDS with the rod in a horizontal position and the line controlled by left hand. Rod is then raised to 'O-o'clock position and line is held taut on the water to enable the fisherman to set the hook when the fish strikes at the fly.



EXCESS LINE, gathered in by the fisherman as the fly floats toward him downstream, should be looped over fingers of right hand. This line will be released again when the next cast is made. The reel is not used in fly casting.

YOU'VE GOT TO KNOW YOUR STUFF



... to get ahead today

If America is to keep its lead in the almost unbelievable skills which have advanced so rapidly during the war—jet propulsion, atomic science, radar, electronics, television and many more—hundreds of thousands of young men will have to acquire higher education, either in college, trade or business schools.

Likewise, if you want to succeed in any of the countless career opportunities which will be open to you, you will *need* all the education you can get. And now you **CAN** get it, not only with your tuition paid, but also with a generous living allowance presented to you.

Under the GI Bill of Rights, if you enlist for 3 years in the new peacetime Regular Army before October 6, 1946, you will, upon your discharge, be entitled to up to

48 months of education in your favorite college, trade or business school. You may enlist if you are over 18 (or 17 with your parents' consent) and under 35. Of course, you must have the necessary school or college entrance requirements. The Government will pay your tuition, laboratory fees, etc., up to \$500 per ordinary school year, plus \$65 a month living allowance (\$90 per month if you have dependents).

You'll find the Army itself a great educational institution, enabling you to specialize in one or more of 200 skills or trades . . . to travel to foreign countries . . . to do interesting jobs at good pay.

This is a great opportunity. Take advantage of it! Get all the facts at your nearest U. S. Army Recruiting Station and **ENLIST TODAY.**

PAY PER MONTH—ENLISTED MEN

In Addition to Food, Lodging,
Clothes and Medical Care

★

(a)—Plus 20% Increase for
Service Overseas. (b)—Plus
50% if Member of Flying
Crews. (c)—Plus 5% In-
crease in Pay for Each 3
Years of Service.

	Starting Base Pay Per Month	MONTHLY RETIREMENT INCOME AFTER: 20 Years' 30 Years' Service Service	
Master Sergeant or First Sergeant	\$138.00	\$89.70	\$155.25
Technical Sergeant	114.00	74.10	128.25
Staff Sergeant . . .	96.00	62.40	108.00
Sergeant	78.00	50.70	87.75
Corporal	66.00	42.90	74.25
Private First Class .	54.00	35.10	60.75
Private	50.00	32.50	56.25

A GOOD JOB FOR YOU
U. S. Army
CHOOSE THIS
FINE PROFESSION NOW!



PHILIP GUSTON

CARNEGIE WINNER'S ART IS ABSTRACT AND SYMBOLIC

When Philip Guston won the \$1,000 Carnegie Institute first prize this past season with his painting, *Sentimental Moment* (opposite page), the art critics went into their usual act of disagreeing violently with the judges' decision. For once, however, the artist himself agreed with the dissenting critics. Guston said he did not like the winning painting either, even though he had painted it. *Sentimental Moment*, he complained, was too literal. Like most critics, Guston, shown above in his studio,

prefers his more abstract paintings, which are filled with moody symbols.

Guston began painting seriously at 18, when he won a scholarship to the Otis Art Institute in Los Angeles, where he had been living since he was 6. After a year at art school he earned his living by working in a factory and driving a truck. He got his first real start as a painter by turning out post-office murals for the WPA art project in 1935. In 1941 he got a steady job as an art teach-

er at the University of Iowa. Then for the first time he settled down to paint the grave, imaginative easel paintings which have already been bought by four museums. A slow worker, Guston thinks about a subject for a long time before he starts painting it, then spends months completing the canvas. He gets as much as \$2,500 a painting. Now, at 33, he hopes to be able to give up his present teaching job at Washington University in St. Louis and spend all his time painting.



SENTIMENTAL MOMENT won the \$1,000 first prize in last year's Carnegie Institute exhibit. Philip Guston painted it in Iowa in 1944.



HOLIDAY, showing a wistful child with his toy drum, hobbyhorse and gay flags, was painted in 1944 by Guston to convey the nostalgia and unhappy frustrations of childhood.



LEMONADE AND DOUGHNUTS is Guston's portrayal of a midsummer day in Iowa City. In brilliant warm colors the artist shows the hot sun beaming down on lifeless buildings. To strengthen illusion of summer heat outdoors he painted the interior foreground, showing table laden with food, in cool, shaded colors.



IF THIS BE NOT I was named by Guston after line in a nursery rhyme about an old lady who was not sure who she was. With the semisymbolism which Guston often uses, he shows children at play, wearing masks to emphasize the child's wish to get

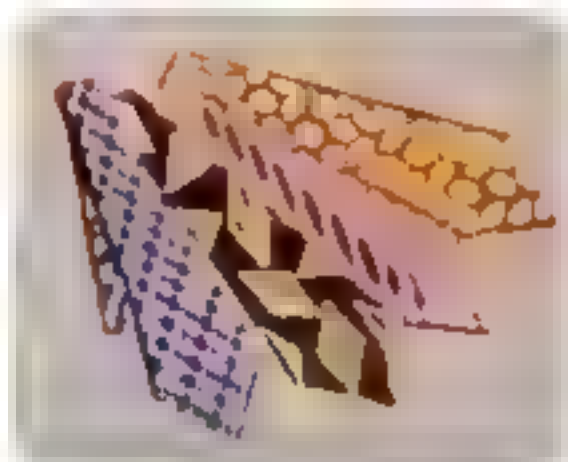
away from reality. Here again Guston uses a backdrop of the tops of city buildings which the artist says represents the outside world. One of his best canvases, it is now owned by Washington University in St. Louis where Guston teaches painting.



★ **STAR FOR THE DAY** with a swell supporting cast



★ Dad's Van Heusen shirt is a star performer the year round. He'll applaud Van Heusen fabrics, styling, tailoring and collar comfort. Sanforized and laundry tested.



★ They're colossal—Van Heusen's new ties in colorful stripes and patterns. They're making a hit with men wherever they appear. Get several for Dad and make a big hit with him.



★ Dad looks even better in technicolor. Van Heusen's cool, comfortable Sport Shirts come in a colorful array of the smartest styles... they cast Dad in a new romantic role.



★ Dad will be "20 degrees cooler" and many degrees smarter in Van Tees—smart new knitted tee shirts. (And remember, Van Heusen Pajamas steal the midnight show for comfort.)

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MAKE IT A *Van Heusen* FATHER'S DAY

Good Old United Tastes of America

Here's a noble American dish—pot roast and vegetables. And here's a noble American whiskey...Seagram's 5 Crown...Two proofs of American leadership—in *standards of taste*.

For Seagram's 5 Crown is a treat for any man's taste. Seagram's long-acquired skills in working with "taste-whiskies"...blending smoothness and delicacy into them...give you an adventure in good taste you'll never forget.

Seagram's 5 Crown

Say Seagram's and be Sure of Pre-War Quality



SEAGRAM'S 5 CROWN BLENDED WHISKEY. 72½% GRAIN NEUTRAL SPIRITS. 86.8 PROOF. SEAGRAM-DISTILLERS CORP., CHRYSLER BUILDING, NEW YORK



SMILING AT THE STANDING OVATION GIVEN HIM, THE MAESTRO TAKES HIS FIRST BOW IN 16 YEARS FROM THE STAGE OF MILAN'S WORLD-FAMOUS LA SCALA

TOSCANINI RETURNS

Back in Italy after long exile,
maestro conducts at La Scala

Amid cheering throngs Arturo Toscanini last week returned to his native land, grasped a slim, red-knobbed baton and made the orchestra of Milan's great La Scala opera house play as it had never played since he left its helm 16 years ago. To music-loving Italians, for whom the white-haired maestro conducted a program of music by Rossini, Verdi, Puccini and Boito, the event was a solemn one. It meant that Italy's greatest musician, long a voluntary exile from Fascism, had

at last made his peace with the Italian world of music.

The occasion for Toscanini's comeback was the reopening of Milan's bomb-damaged opera house, which had been hastily repaired, with the help of the Allied Commission, at a cost of about \$350,000. Toscanini paid for his trip to Italy, contributed \$10,000 toward La Scala's restoration. Said he, shyly, "I wish people would consider it as if I had just gone away yesterday and come back today."

Fan Mail



Blackie: "I love to get letters; don't you, Whitey?"

Whitey: "You bet, Blackie, it's nice to know that people like you."

You said it, Whitey. For generations, this famous Scotch has been winning the favor of people all over the world by giving them what they want—Scotch with character!



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY • 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK • SOLE DISTRIBUTORS

Toscanini Returns CONTINUED



TOSCANINI'S FARM, at Crema 30 miles southeast of Milan, was carefully made ready for the maestro's return. In its fields about 100 hard-working



WITH HIS DAUGHTER, Countess Wally Castelbarco, Toscanini attended services where his granddaughter Manuella received her First Communion.



AT HOME ON THE FARM Toscanini gestures emphatically while entertaining his friends with a recording he made in U.S. of Ferde Grofé's *Grand*



tenant farmers raise corn, wheat and rice. During the war years its beautiful flower gardens were uprooted to make way for much-needed crops of grain.



GRANDDAUGHTER MANUELLA (left) and her friend Roberta Bouveure each received a solid gold medallion from the maestro following Communion.



Canyon Suite. Second from left is daughter of Composer Giacomo Puccini. At right is U.S. Army Captain Clement Petrillo, who organized La Scala restoration.

CONTINUED ON NEXT PAGE

FREE!

This beautiful 40-page vacation book: profusely illustrated, scores of suggestions for the grandest vacation of your life!



Extra reward for promptness!

Free—beautiful picture map in color showing romance and history of the Empire State, 30 x 40 inches. Suitable for framing. Offer good only while supply lasts. Mail coupon today!

Hundreds of exciting vacation spots in one great state—NEW YORK!

NO matter where you live, don't settle your vacation plans without this helpful book.

Study the scores of helpful suggestions. Look at the attractive color photographs. Find out how many different kinds of fun a vacation in New York State can offer!

Here, in one great state, you have a choice of fifteen entirely different regions—each containing a wide variety of summer resorts! The book tells you where to go and what to see.

Helps make your holiday perfect!

Planning your New York State vacation with the aid of this book is the first step toward a perfect holiday. It helps you to

make your reservations in advance and avoid disappointment.

It's all here in pictures: the great mountain ranges; the quiet rolling country; the broad white beaches of the seashore; the multitude of historical shrines; the host of lakes and rivers; the glamorous night life of the large cities.

It's yours—free!

The whole family will enjoy planning a vacation with the help of this informative book, *Summer in New York State*. The book is full of vital, up-to-the-minute information. Helps you decide exactly what you want to do and tells you where to go to find it, easily and quickly.

This is Victory Vacation Year. You've earned it—now enjoy it in New York State. Mail the coupon right now. That's all you have to do to get the 40-page book with color photographs—FREE.

CHECK REGION THAT MOST INTERESTS YOU:

- ☐ Champlain-Albany Region
- ☐ Niagara Frontier
- ☐ Genesee Region
- ☐ Southern Tier
- ☐ Finger Lakes
- ☐ Central New York
- ☐ Mohawk Valley
- ☐ 1,000 Islands-St. Lawrence
- ☐ Adirondacks
- ☐ Saratoga-Lake George
- ☐ Capital District
- ☐ Catskills
- ☐ Hudson-Taconic Region
- ☐ New York City
- ☐ Long Island

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Room No. 15, 112 State Street, Albany 7, New York

Please send me, without cost, your color-illustrated booklet, *SUMMER IN NEW YORK STATE*, and further information about the region I have checked.

Address

City Zone State

PLEASE CHECK ☐ Send me, for framing, the full-color New York State Romance Map.

Here Comes
MORE FUN
For Any Fisherman



HAVE you been waiting and waiting to buy that new 1946 fishing rod? If so, here's what you've been wanting to hear: **BRISTOL** for a half-century one of America's finest fishing rod makers, is now producing and sending to your favorite dealer a *limited* number of new, advanced-type rods among which is exactly the one you've been looking for. Hexagonal

and round telescopic rods of surpassing beauty! Attractive one piece rods, both tubular and solid steel! Rods for still fishing, bait casting, trolling! Both light and strong and superbly balanced and with many new and exclusive **BRISTOL**-perfected features! Here, indeed, are fine, "fish-able" rods that can mean a lot more fun for any fisherman.



BRISTOL NYLON CASTING LINE

BRISTOL Nylon Casting Lines are noted for extra strength and "smooth running" virtues. Braided of duPont Nylon, they are waterproofed by **BRISTOL**'S own "core deep" process. Tough yet pliable, these fine **BRISTOL** Lines can add much to your fishing satisfaction.

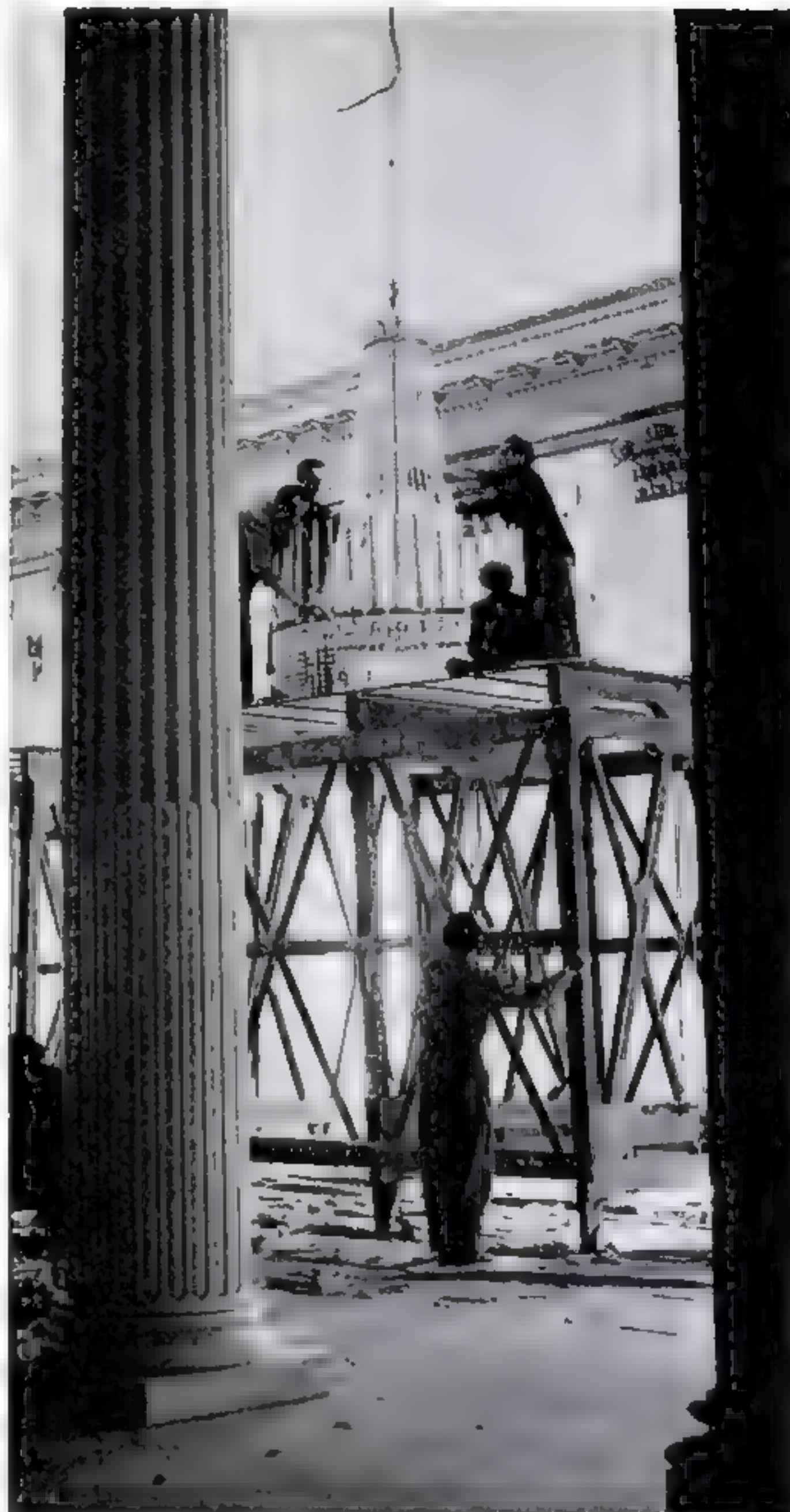
Bristol
THE MORTON MANUFACTURING CO.
BRISTOL, CONNECTICUT

FISHING RODS
REELS - LINES



Also Makers of
BRISTOL
GOLF CLUBS

Toscanini Returns CONTINUED



ON A SCAFFOLD in the foyer of La Scala opera house, workmen repair bomb-damaged chandelier just in time for Toscanini's triumphal comeback.



AT THE PERFORMANCE the 100-odd members of the orchestra join an audience of 3,600 in hushed anticipation while Toscanini takes up his baton.



THIS IS THE WAY

~~Now is the time~~ for all good men
to come to the aid of the party

If we could type as well as we blend
whiskey, this text ^{would} be perfect!

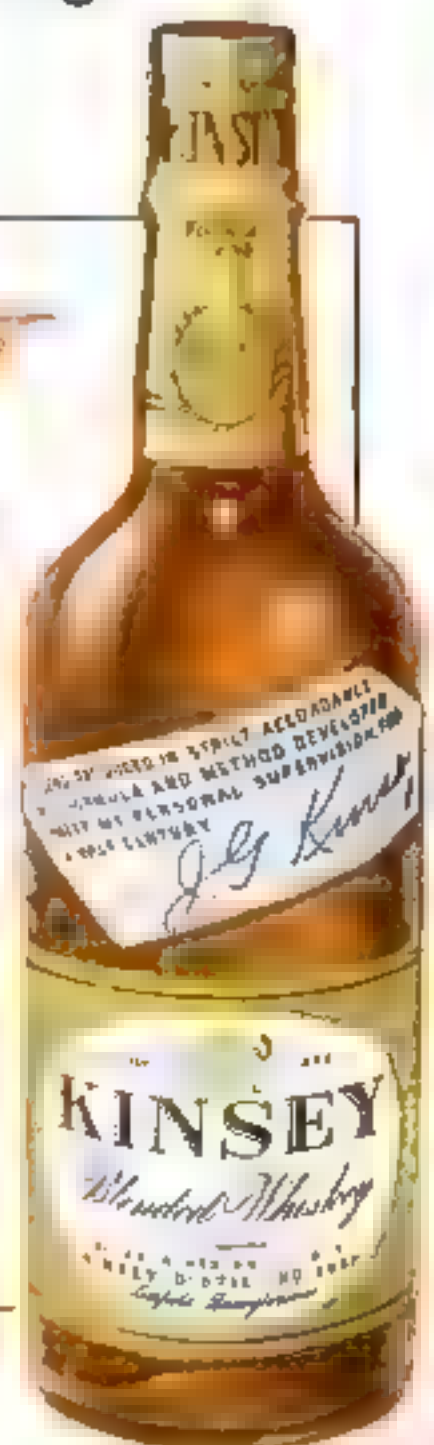
So many ppeople have told us how mch they enjoy
the superb smoothness of Kinsey, that we think
you too will ~~like appree~~ get great pleasure from
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A faulty mattress actually *creates* muscle tensions. Tires you out, instead of resting

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India's Leaders

*As independence dawns
they fail to agree on how
to use their new freedom*

PHOTOGRAPHS FOR LIFE
BY MARGARET BOURKE-WHITE

Last week, after almost two centuries of rule, Great Britain finally made India a genuine offer of independence. It came from the Labor government in London after India's own leaders had refused to budge from their deadlock at the Simla conference. It proposed on the broadest base that India draft its own constitution of self-government and proceed to seek its independent destiny as a free and sovereign state, either in or out of the British Commonwealth. It called for a united India at the top level of sovereignty (foreign affairs, defense, etc.) and provincial autonomy at a lower level. It rejected Pakistan or the division of India into separate Hindu and Moslem states.

With this gesture of relinquishment, unmatched in scale by any in the history of empire, Britain passed the responsibility for India's future back to India's own leaders, whose personalities and policies are discussed on the following pages. It was a gesture based not on noble intentions but on hard facts, a milestone in the great sweep of world history to which even the British Empire has at last had to bow. For generations freedom has struggled in the night of a weak and divided India. Now the dawn of independence seems really here.

The deadlock division of India which gave Britain its chance to rule and on which the British had capitalized to prevent any real moves toward unity is today symbolized by the Congress party, led by Gandhi, and the Moslem League, led by Mohamed Ali Jinnah. Between Gandhi's demand for a united all-India government and Jinnah's for a separate Moslem state no compromise seemed possible. These two parties will now inherit the power shed by Britain. What worries the British now is how the heirs will use that power: in concert to create a better India or in conflict to promote selfish political aims and perhaps civil war?

In India, Gandhi commended the British proposal. In London, the great imperialist Winston Churchill termed it "an able but melancholy document." Like all Britons, he knew that Indian independence was a long step toward dissolution of the British Empire as the world had known it. The British now turned their efforts astutely toward trying to fit a free India into their Commonwealth.

EMPTY THRONES in viceroy's palace will be more than figuratively vacant when British withdraw. Viceroy is enthroned as symbol of British King-emperor.





MOSLEM LEAGUE MEETINGS such as one above are full of political bitterness. Demagogic speakers, ignoring all else, harangue audiences with a single slogan, "Pakistan

or die!" They also stress religious appeal. The sign above urges Moslems "to fight and fight to the last for rights to which we are entitled in spite of the British and Congress."



PAKISTAN, shown in the black areas above, is demanded by Jinnah's Moslem League as an independent state. British White Paper flatly rejects Pakistan.

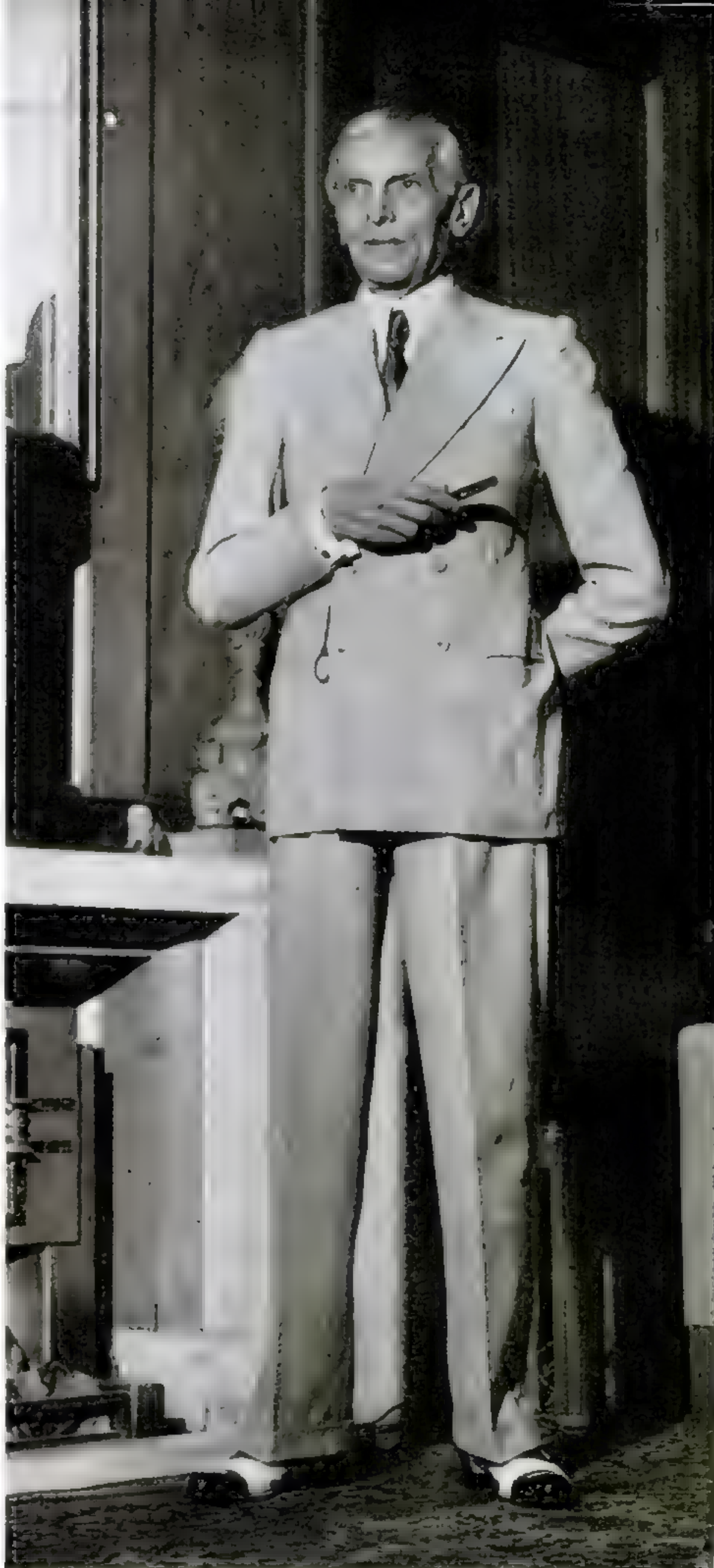
Moslem separatism holds the threat of civil warfare

The dynamic, bitter president of the Moslem League, Mohamed Ali Jinnah, is the key man in the current division of India—the irreconcilable minority leader. Jinnah's authority to speak is based on his Moslem League, which represents a majority—but not all—of the Moslems who comprise one quarter of India's 390,000,000 population. League membership includes many big landowners and has a broad base of young, fervent Moslems.

By unrelenting labor this 69-year-old leader has fashioned his league into a potent weapon capable, if he says the word, of plunging India into civil strife. Under the limited provincial autonomy instituted in 1937, Hindus have dominated some 7 out of 11 provincial governments. Moslems contend this is an unpleasant foretaste of how they would fare in a Hindu-dominated India. Therefore Jinnah demands the separation of the northwestern and northeastern states from the rest of India, creating a Moslem nation called Pakistan (literal meaning, Pure Land). But since Moslems comprise 62% of the population in the northwest and a bare 51% in the northeast, huge Hindu minorities would be left. Nor are all Moslems in this territory followers of Jinnah. Both Hindus and British point out that the demanded areas are India's most vulnerable parts, lacking both economic and geographic unity. But Jinnah stands firm, exhorting his followers with religious fervor. The religious appeal is stressed even though Jinnah and many of his followers come from Hindu families who were converted to Islam. Thus religion serves to deepen India's political cleavages.



VEILED WOMAN (left) is Begum Mohamed Ali, sitting with Moslem working committee. Many of India's Moslem women are in purdah, i.e., go veiled.



MOHAMED ALI JINNAH, leader of Moslem League who studied law in England, prides himself on Western-style dress except when he is making speeches. Then he dons Moslem costume.

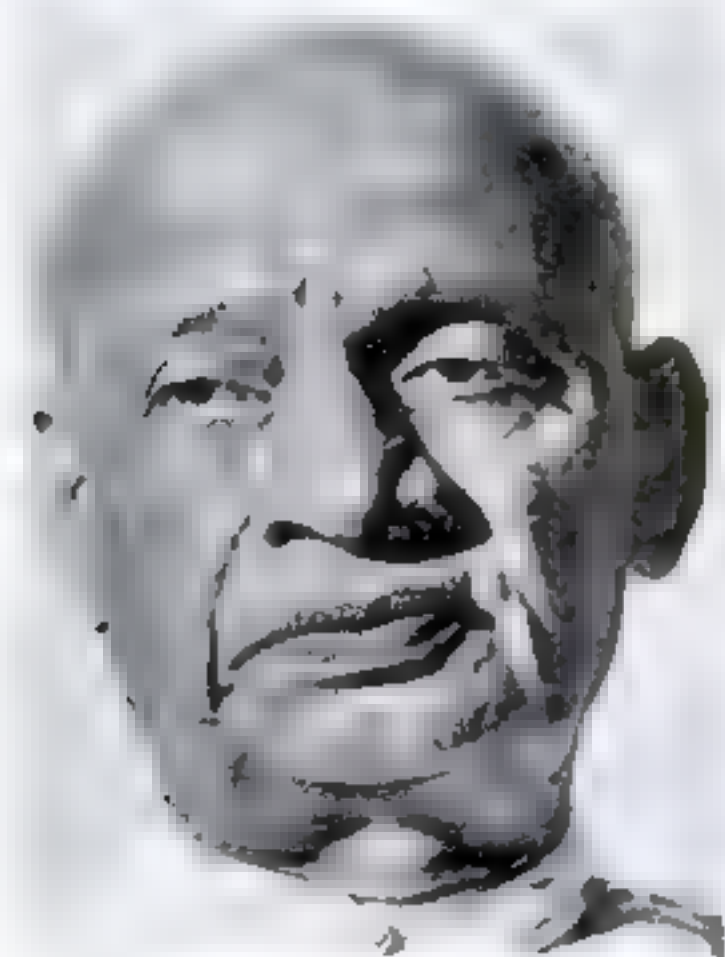


NEHRU IS NOW SECOND TO GANDHI, MAY SOMEDAY SUCCEED HIM



SURROUNDED BY HIS ADORING DISCIPLES, GANDHI (FOURTH FROM

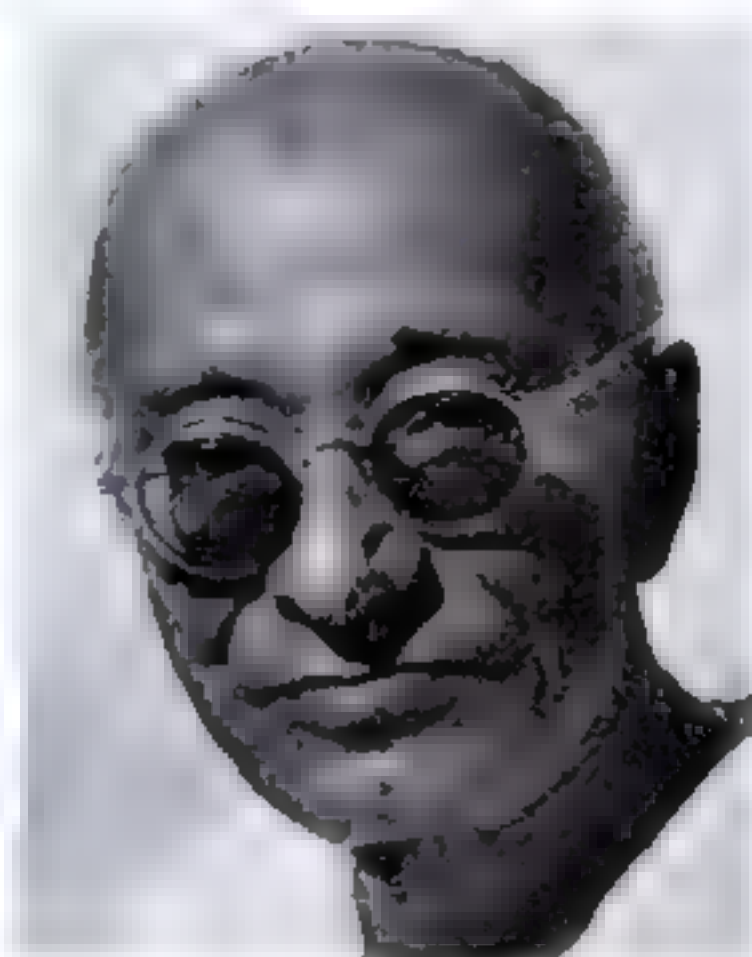
*Gandhi agrees with British
that India must be united*



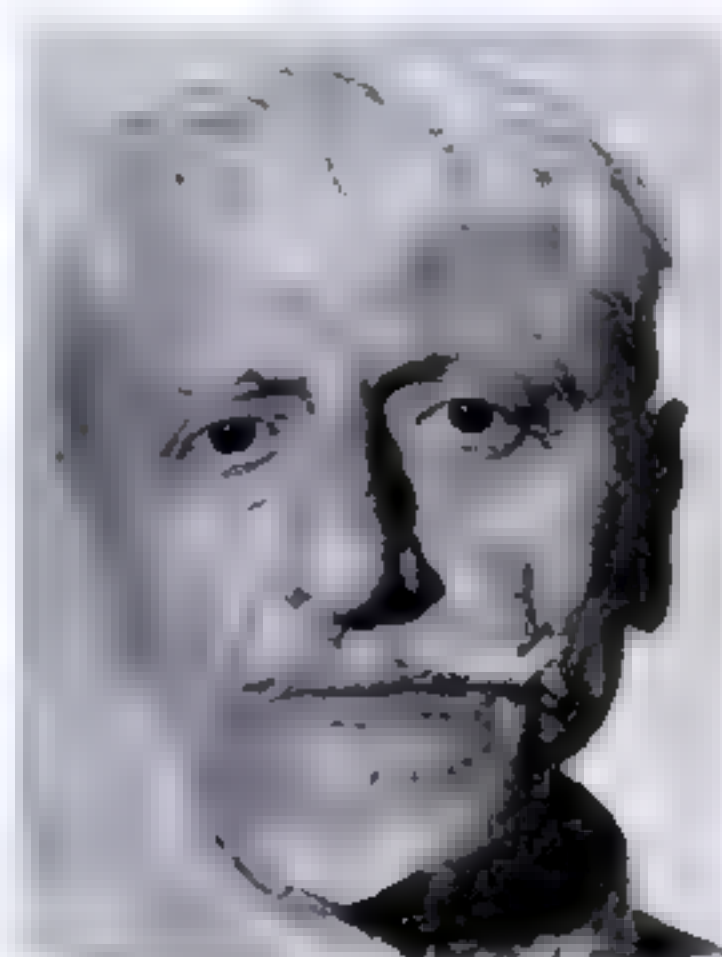
PATEL is fieriest leader of Congress' right wing. He is responsible for the party machinery, often is called "the old devil."



SAROJINI NAIDU 67, is India's most famous woman as poetess. Congress political leader and advocate of women's rights.



RAJAGOPALACHARI, known as "C.R.," is leader of the Madras province. He came out against Gandhi, accepting Pakistan.



AZAD, a Moslem, is the president of Congress. He worked hard to bring Moslems into Congress, will shortly retire.

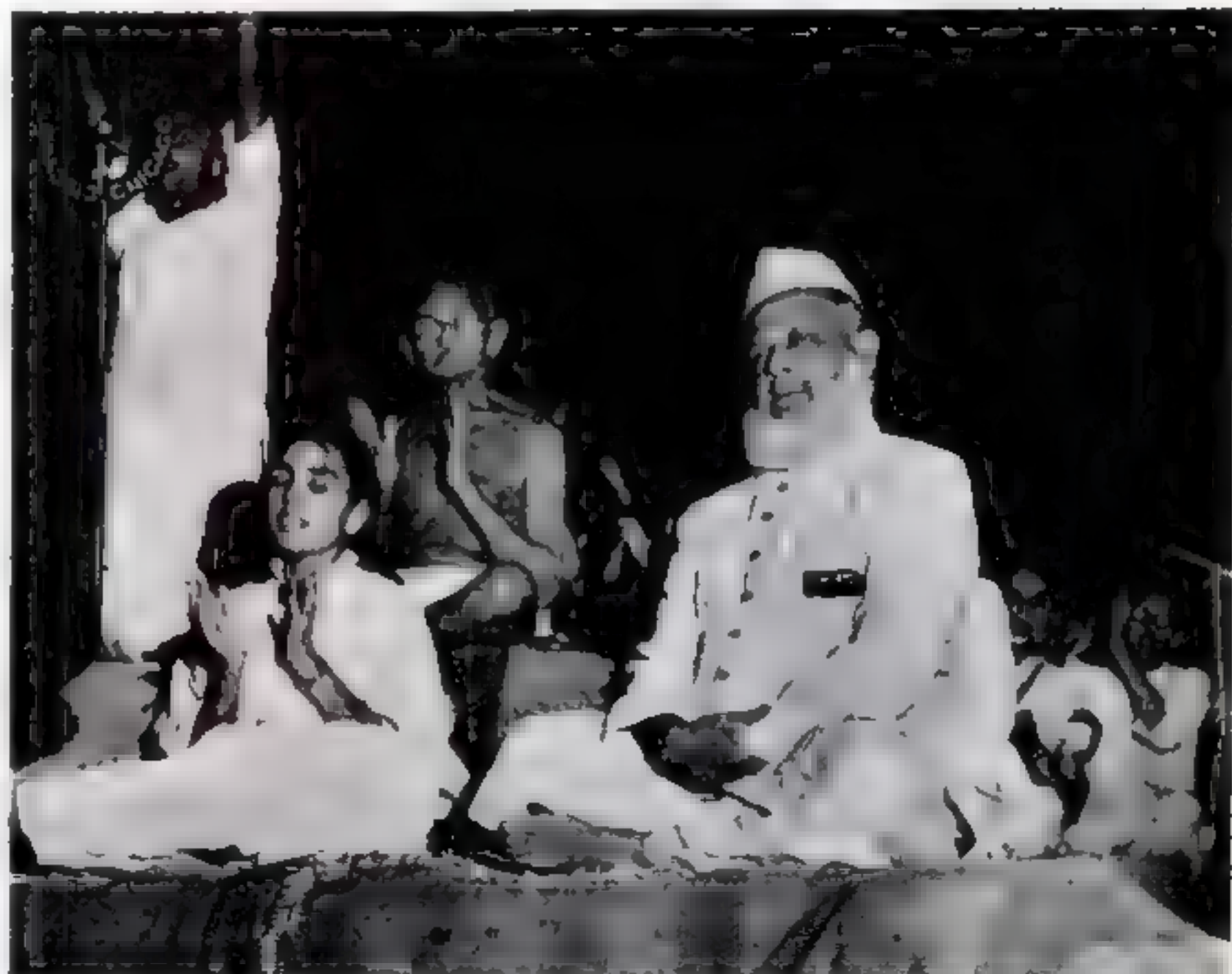


RIGHT) GOES WALKING EACH MORNING. HERE HE IS SUPPORTED BY GRANDDAUGHTER SITA (LEFT) AND DAUGHTER-IN-LAW ABHA (RIGHT)

In prison and out, the most potent figure in India for more than a quarter century has been stooped, scrawny, half-clad, little Mohandas K. Gandhi, whose religious mysticism and hardheaded politics have given him an undisputed hold over India's Hindu millions. All those troubled years he fought for independence with every weapon short of civil war—boycotts, prayers, hunger strikes, virulent nationalism. A man of many paradoxes, he has shocked India by dwelling with the lowly untouchables, but he still has not wanted to abolish India's ancient, cruel caste system. He advocates industrial progress but works for the revival of India's decentralized cottage industries.

In building the Congress party, which is predominantly Hindu but includes thousands of Moslems, and in leading his program of nonviolent resistance, Gandhi has taught India the value of mass action. Now with his goal of independence near, all Gandhi's strange mixture of religiosity and political shrewdness will be put to a supreme test. Can he use it to persuade even the intransigent Moslem League that unity is necessary to Indian independence? Or will he find the effectiveness of nonviolence ended when the antagonist becomes an Indian instead of a foreigner?

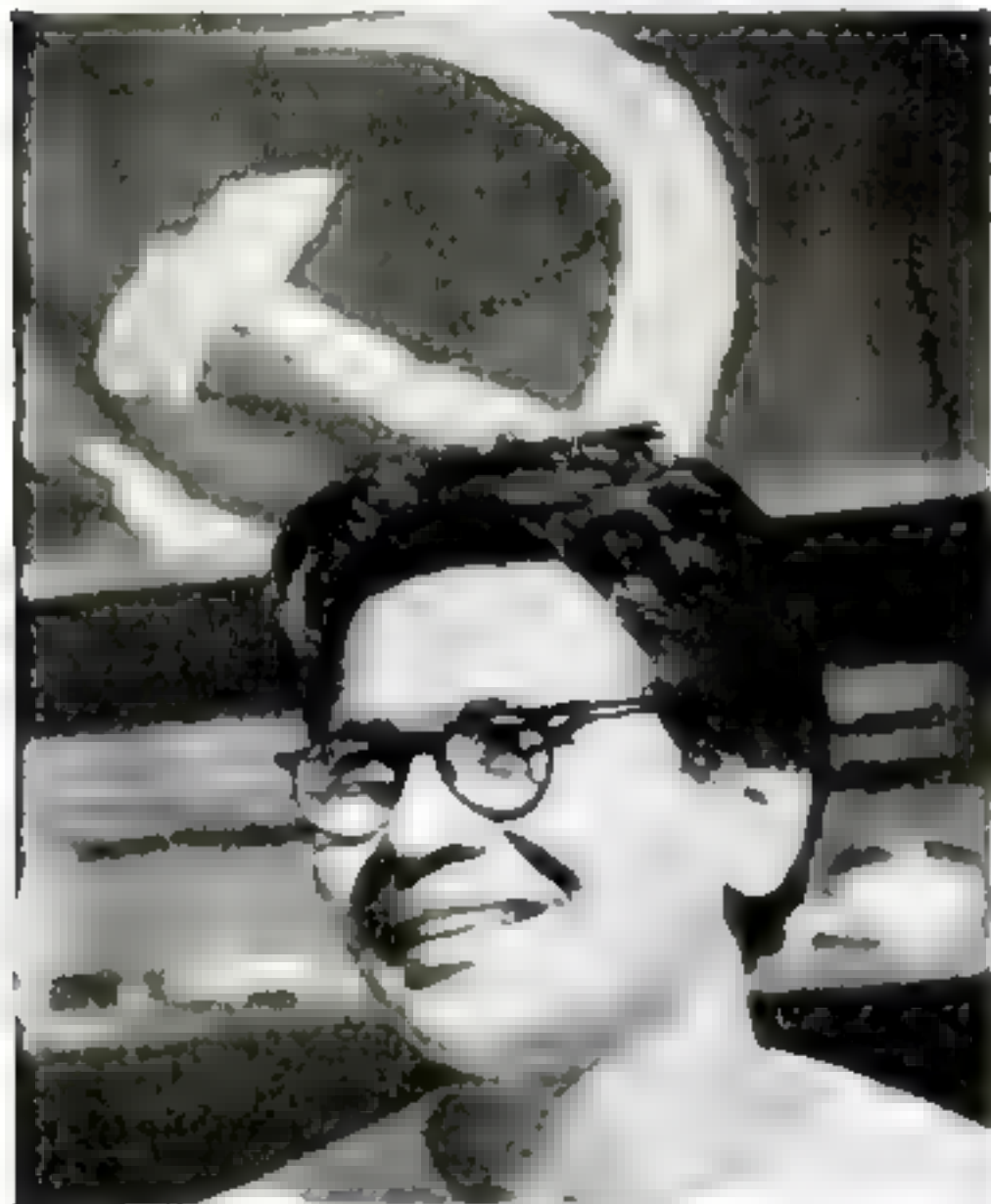
To aid him in this crisis Gandhi has the brilliant high command of the Congress party. First is Jawaharlal Nehru, a much-beloved thinker and writer who was educated at Cambridge. A believer in socialism, Nehru politically is left of Gandhi but he respects the old man's political power and insight. The right wing is controlled by Vallabhai Patel, another wise politico. Under these two are a vast number of seasoned leaders who, as nonviolent revolutionaries in a fight for independence, have learned much to fit them as the heirs of British power. Whether they have gained enough practical wisdom to save India from civil war, even they do not know.



TWILIGHT PRAYER MEETING is held each evening by Gandhi, who uses time to speak on subjects ranging from religion to politics to baby care. His comment approving British plan for independence was delivered at such a meeting. Here he is waited behind two disciples with microphone nearby.



SYMBOL OF IMPERIAL AUTHORITY IS VICEROY, LORD WAVELL, SHOWN HERE IN LUXURIOUS STUDY OF HIS PALACE AT NEW DELHI



COMMUNIST LEADER P. C. Joshi has relatively few followers but might gain power if India falls into chaos.

British unity offer is a compromise

History has presented no stranger spectacle than Britain's voluntarily renouncing India's power and glory. From the time of Clive's conquests the British raj has ruled with the assistance of an assortment of maharajas, nizams, princes and lesser potentates. Fantastic wealth has accrued to the British rulers. Indian troops have fought for the Empire on battlefields around the world.

Now the times of Kipling and the Empire builders have changed. Now all but the ruddiest Tory has recognized that India must be free. Instead of gaining wealth, Britain is in debt to India for some \$5,200,000,000. The task of giving independence fell to a Labor government which sent a cabinet commission—Sir Stafford Cripps, Lord Pethick-Lawrence and A. V. Alexander—to do the job in conjunction with the viceroy, Viscount Wavell. For weeks the commission conferred in the viceregal lodge at Simla with Gandhi, Jinnah, Nehru, the nizams, the maharajas and the lesser leaders.

In its first objective of trying to get India's leaders to agree on a unified interim form of government as the first step toward independence, the commission failed because Jinnah held out immovably for Pakistan, Gandhi and Nehru for a United India.

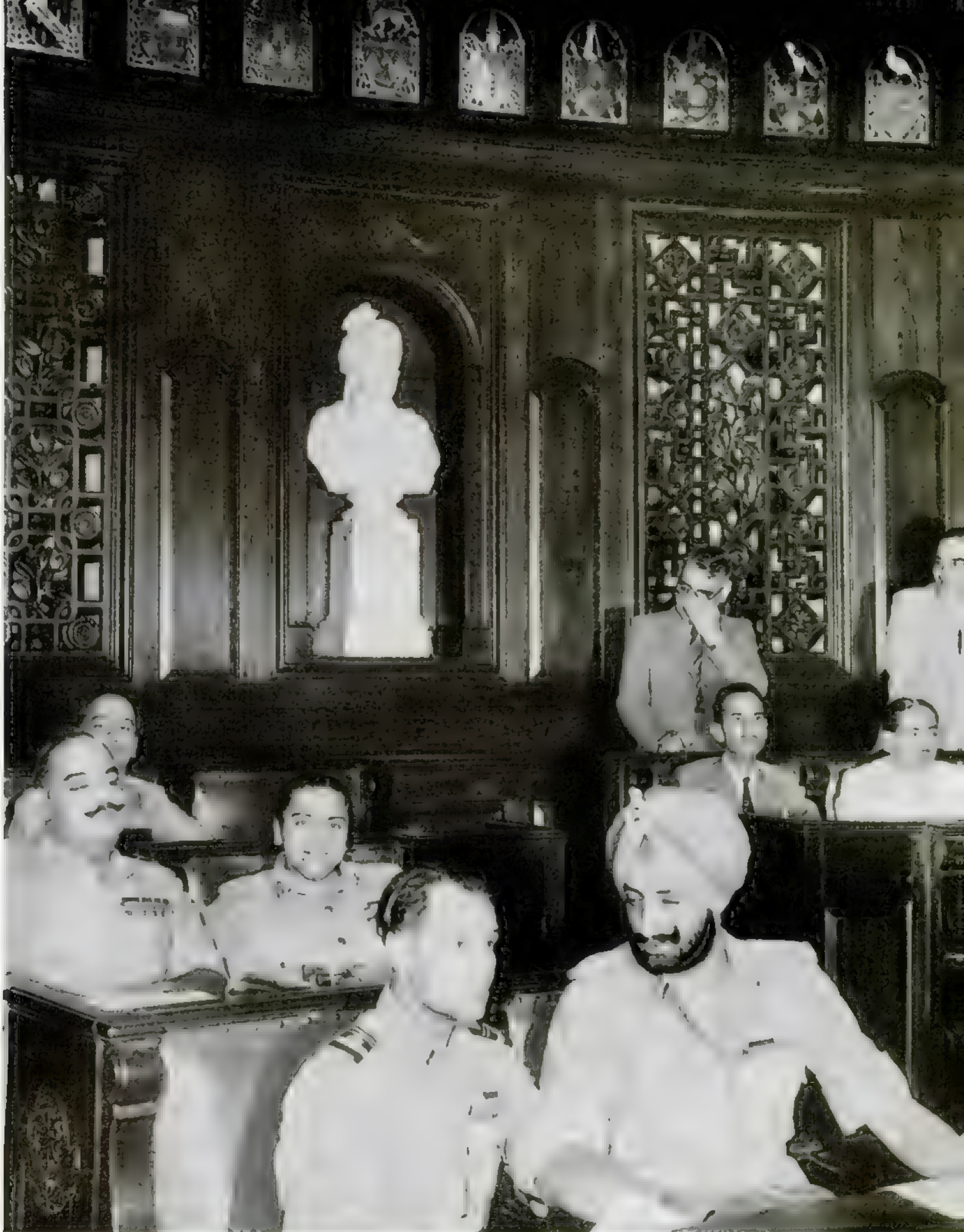
Failing to obtain agreement among Indians, Britain then announced its own program, a plan that looked like its first honest attempt to solve the tangled Indian problem. Proposed was a federated union of India with power to choose either 1) complete independence or 2) membership in the Commonwealth with dominion status. Pakistan was rejected but the Moslems were promised safeguards for their cultural, political and social interests. An assembly to draft a constitution for the new nation was proposed. As a nation India would be faced with an enormous task of overcoming the backwardness and poverty of her people. But as a nation she could rank high among the powers in economic potential and second only to China in population.



AT SIMLA CONFERENCE Congress Leader Azad (in fur cap) confers with two members of the cabinet mission, Lord Pethick-Lawrence (left) and Sir Stafford Cripps.



MOSLEM LEADER Jinnah (center) talked separately at Simla with Pethick-Lawrence and A. V. Alexander (right), the first lord of the Admiralty, but would not compromise.



CHAMBER OF PRINCES — composed of native rulers who traditionally do Britain's bidding. Though native states would be included in federation, fate of rulers was left un-

decided. Some of those facing uncertain future are shown above (left to right) — the Maharaja of Bikaner, the Maharaja of Gwalior, the Nawab of Bilhopal and the Maharaja of Patiala.

Mother and son—both raised on Clapp's!

"The doctor who takes care of my 2½-year-old son, Johnny, is the same doctor who took care of me when I was a baby," writes Mrs. John Pistor, of Rochester, N. Y. "From his records, I've learned that Johnny and I were raised on the same baby food—Clapp's!" And she continues...



"Johnny's such a busy, active little boy these days, it's hard to remember that he ever lay placidly in his crib! But I know how lucky I am that he's grown so well and been so healthy all his life."



"At 6 weeks he started eating Clapp's Baby Cereals. At 13 weeks he got his first taste of Clapp's strained carrots. And a few weeks later he was eating almost all the varieties—from a high chair!"



"Eating Clapp's has always been one of his favorite occupations! I'm sure his good, well-rounded diet has a lot to do with his fine development. His muscular co-ordination has always been advanced..."



"He was walking at 10 months, and throwing a ball at 1 year. And when he got his tricycle, he learned to ride it in just one day! Johnny weighs 34 pounds and is 35 inches tall—just right, says the doctor!"



"In fact, neither the doctor nor I have any complaints about Johnny! And with 2 generations in our family raised on Clapp's, I feel these fine baby foods deserve some of the credit for our sturdy little son!"

Why your baby will thrive on Clapp's:



- Ever since Clapp's originated baby foods 25 years ago, we've made all our foods to fill doctors' requirements.
- We've constantly improved our formulas, added new foods, according to doctors' suggestions. Now we offer "the world's largest baby menu."
- We make every test we can, because we want to.
- We discard many fruits and vegetables that would be perfectly acceptable for adults, but

not, in our judgment, for Clapp-fed babies.

- All our foods are *pressure-cooked*—to help retain vitamins and minerals, fresh color and flavor.
- We have seen two generations of babies raised on Clapp's. Our business, we believe, is the most important business in the world. It is our sole business, not a side line.
- Perhaps this is why so many doctors prescribe Clapp's regularly.



This is the 25th Anniversary of
CLAPP'S BABY FOODS



—the first
baby foods

PRODUCTS OF AMERICAN HOME FOODS, INC.

Lloyd C. Douglas

Best-selling author of *The Robe*, *Green Light*, *Magnificent Obsession* is a specialist in miracles whose own career is a major literary miracle

by NOEL F. BUSCH

DR. Lloyd Cassel Douglas, who, as author of *Magnificent Obsession*, *Green Light* and *The Robe*, is possibly the most successful author of his generation, is a writer who has well-defined notions about his craft. If, for example, this article were the beginning of a book Dr. Douglas would fault it instantly on the ground that the first paragraph is too long. According to him the first paragraph of a novel should be two and a quarter lines, neither more nor less. The second should be three and a half, the third four and a half, and the next a little longer but not so long as to run over the page. Dr. Douglas has equally fixed ideas about reader reactions which he sets forth as follows:

"Many a book kills itself on the first page. The reader is against it at the beginning anyway. He's just spent \$2.75 and has a feeling that he has been gypped. You should win his confidence in the beginning that he hasn't been sold on that book Never start a chapter with conversation. Always start a new page with some care. Start with a paragraph of three or four lines without conversation. Minor characters must be endeared at once. If they are going to win the reader's confidence, they had better get at it right away. New characters must do something dangerous or arresting. A very important character in my new book doesn't appear until the end of the 10th chapter, after 70,000 words. So he is beset by a bandit. . . ."

Many good writers have made a living at their trade in defiance of Dr. Douglas' directions. Nonetheless the Doctor's recommendations cannot be brushed off as empty theories. Dr. Douglas, who spent the first 26 years of his life training for the ministry and the next 26 as a Protestant preacher, did not produce his first novel until he was 52 years old, by which time most of his contemporaries had a 20-year head start on him. Despite the handicap of a literary debut delayed until the age when many authors are thinking of hanging up their gloves, he then produced *Magnificent Obsession*, which was in some ways the most startling best-seller in U.S. publishing history. *Magnificent Obsession* could have been regarded as a lucky freak, but when Dr. Douglas followed it with *Green Light*, also in the half-million class, it became apparent that he had something which other authors lacked. Douglas' most recent work, *The Robe*, clinches the point beyond cavil.

In *The Robe* Marcellus, a fictitious Roman officer who superintended the Crucifixion, eventually came into possession of the garment in question—which, according to Douglas' conjecture, had metaphysical properties causing its guardian to be converted to Christianity. *The Robe* remained at the head of the best-seller list for nine months, was translated into 12 languages and sold a total, at last reports, of 1,396,000 copies. It used up so much paper that its embarrassed publishers, Houghton Mifflin Company, were compelled to rent their rights in the property to the firm of Grosset & Dunlap. In its fourth year *The Robe* has slipped in sales but is still coasting along at 11,000 copies a month. A movie version may revive demand somewhat, about the time Author Douglas comes out with its successor, tentatively entitled *The Big Fisherman*. Like *The Robe*,

The Big Fisherman, of which the hero is Simon called Peter, will be a romantic fictionalization of the behavior of the disciples. In addition to a strong religious background and a moral message, Douglas' books tend to have a noticeable timeliness. *The Big Fisherman* treats of, among other things, the intensely contemporary problem of Jews vs. Arabs in its ancestral stages.

The most widely read novelist of his era is an unpretentious, rather sharp-tongued gentleman of 68, who lives in monastic seclusion in one wing of a small frame house belonging to his daughter Betty and her husband John Weldon ("Weary") Wilson, on the outskirts of the town of

Las Vegas, Nev. Being a self-made writer and one who never had much traffic with literary circles in his formative years, it is perhaps not surprising that Douglas has developed few of the pretensions or poses of his craft. What startles new acquaintances even more is that he also lacks any touch of the solemnity or even mere formality usually associated with gentlemen of the cloth.

Douglas' physical and spiritual remoteness from the main stamping grounds and water holes of U. S. culture have helped make him a figure almost as mysterious as the Almighty, with whom some of his admirers sometimes confuse him, like a group which a few years ago urged him to form a new religion with himself as prophet or cult leader. Douglas was mildly flattered by the proposal

but did not take it seriously. Having ignored the literary competition of his generation until he walked off with top honors in it, Douglas knew few writers at the time of his first success. He has come to know very few since, with the exception of Faith Baldwin, the author of *This Man Is Mine*, whom he encountered some years ago in New York. They have not met for several years but the Doctor writes to her regularly, along with a few friends of his ministerial period whose correspondence dates back even further. Last year Miss Baldwin sent the Doctor a silver pencil which he uses for inserting corrections on his manuscript.

When after the success of *Magnificent Obsession* Douglas retired from the pulpit to devote all his time to writing, he settled down with his wife and daughters at Bel-Air, Calif., in Los Angeles. Mrs. Douglas, on whose advice and criticism he had placed great reliance, died in 1944. At about the same time Dr. Douglas, then already ill with arthritis, came down with pneumonia as well. During his illness he was attended by his older daughter, who some years before had secured a Las Vegas divorce from her first husband and married Wilson whom she had met during her period of enforced domicile. After his slow recovery, Douglas moved to Las Vegas to enjoy the care and company of his daughter and son-in-law.

While he never goes to its famous gambling rooms or nightclubs, the Doctor likes the townfolk of Las Vegas and is an honorary member of the Rotary Club which he joined early in his career. The Doctor has no patience with the school of thought which derides this institution and believes that the people who sneer at Rotary are mostly those who could not get in anyway.

While the Wilsons were building the new wing on their house in which



DR. DOUGLAS autographs a copy of his tenth and most successful novel, *The Robe*. It is scheduled to go into movie production next year with a record \$7,000,000 budget.

Helps relieve Athlete's Foot or Minor Skin Irritations

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If you suffer from *Athlete's Foot*,
Prickly Heat, *Chafing*, *Excessive*
Perspiration, or *Minor Skin Irritations*,
get speedy comfort with MERITT the
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MERITT Powder isn't anything new . . .
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MERITT Powder is mildly medicated,
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Pates Athlete's
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Soothes and eases
prickly heat
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MERITT Powder is easy and
convenient to apply. Fill and
press the center of the package
and the powder sprays from the
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DOUGLAS CONTINUED

he now lives, Douglas lived in a bungalow at Hidden Well Ranch, an informal cottage-hotel establishment where most of the other guests were divorcees. Although the divorcees were not of the type to whom his books especially appeal, most of them had at least heard of their distinguished fellow guest. Dr. Douglas enjoyed listening to the stories of their marital mishaps for the first two or three times at least but admitted being glad when he finally got into his own quarters where he had more privacy.

The Doctor said in 1936, "Our household tackle is the same as it always was. I came into this business too late to take on any airs about it." Since Mrs. Douglas' death his requirements have become even more modest, and the only new bits of household tackle evident in the Douglas wing of the Wilson house are a stained-glass window, presented to him by the grateful manufacturer, and ample shelf room for his books.

In *Magnificent Obsession* Douglas argues the supernatural advantages of doing good deeds and especially of doing good deeds secretly. It seems likely that the miracle in his own career sprang from a sort of expiation of the conduct of his father, which was the reverse of his own. Alexander Jackson Douglas studied for the ministry at Wittenberg College in Springfield, Ohio but, rejected for the liberalism of his theological views, took up law which he practiced for more than a quarter of a century, climaxed by a term in the state legislature. One day A. J. Douglas' office janitor



AS DIVINITY STUDENT Doug-
las attended Wittenberg College, Ohio

persuaded him to go to a church service in Columbia City. The officiating minister had chosen that day for a sermon on repentance. When he left the church Douglas Sr. had not only decided that he himself would immediately become a man of God but also that his next child, whose birth was imminent, would if possible make up for lost time by becoming a minister also.

Lloyd Douglas, who, born two days later, was the first child of his father's second marriage, fell in with his plan. A. J. Douglas' first marriage had resulted in a bumper crop of half brothers and sisters whose own

progeny, Lloyd Douglas' half nieces and nephews, often wheeled their uncle about in his perambulator. After attending an Indiana preparatory school Lloyd Douglas entered his father's alma mater where he spent the next nine years, two getting ready for college, four in it and three in the seminary. He emerged in 1903 at the age of 25, married a minister's daughter named Besse Io Porch and took charge of his first church, in North Manchester, Ind.

As a preacher Lloyd Cassel Douglas fared better than his father and was distinguished for the lively narrative style of his sermons. By 1929 the family, which came to include two daughters named Besse and Virginia, was living in Los Angeles where Dr. Douglas was pastor at the First Congregational Church. It was in his last year there that he finished *Magnificent Obsession*.

The conversion of Dr. Douglas from man of God to man of letters was almost as sudden as his father's conversion in the other direction but it, too, involved some previous preparation beyond the principle of private atonement. Just as the elder Douglas had always been a minister at heart, even when practicing law, so his son had always been a writer at heart, even when practicing preaching. During Lloyd Douglas' college days he had spent two summers working as a police and sports reporter on the Springfield Press-Republic. After taking the cloth he had branched out into essays, first with a volume published at his own expense and, some years later when the chagrin at its poor reception had worn off, with four other collections of belles-lettres. Dr. Douglas' books—*Wanted—A Congregation*, *The Minister's Everyday Life*, *These Sayings of Mine* and *Those Disturbing Miracles*—although they scarcely served to foreshadow the sensational success which attended his entrance into the field of fiction, enjoyed satisfactory sales.

Magnificent Obsession started as a series of essays concerned with

CONTINUED ON PAGE 11



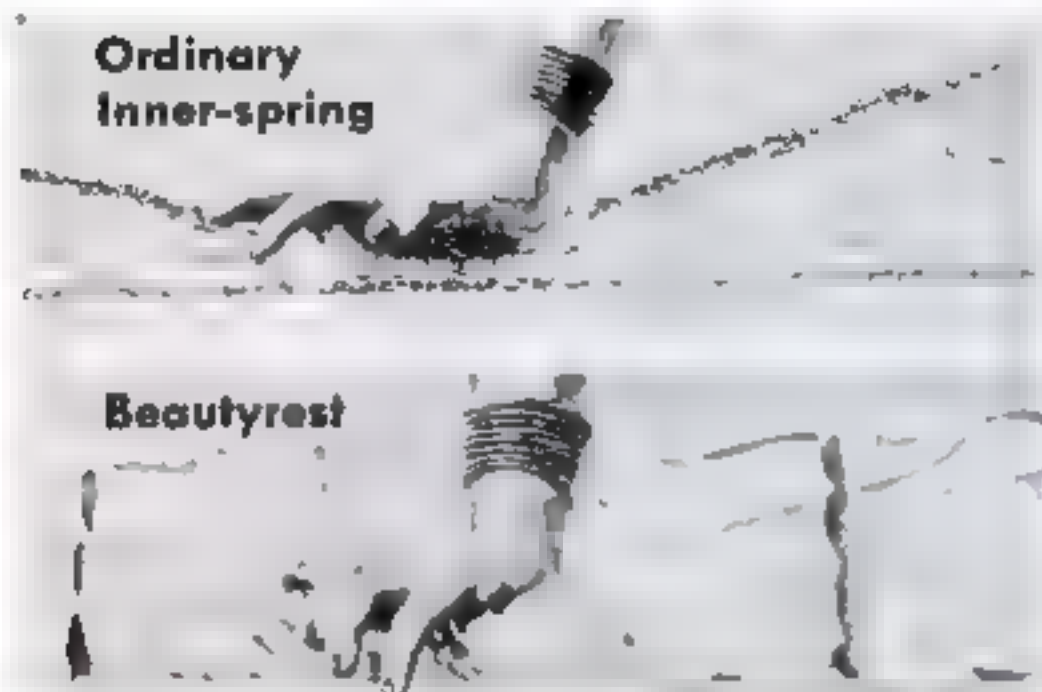
DIANA LYNN—young star of Paramount's new hit, "OUR HEARTS WERE GROWING UP"—portrays the "luxury comfort" that's yours with Beautyrest.

Inside tip to everyone who wants a NEW BEAUTYREST:

1. Everyday now, some new Beautyrests are being delivered.

So . . . if your heart's set on owning a mattress that's really a mattress—take our tip and order your Beautyrest now!

Remember, there's nothing more important to your future comfort, well-being, and relaxation than a good mattress. To make sure you get a good mattress, see your Beautyrest dealer today. The longer you delay, the longer you will wait.



2. Not all inner-spring mattresses are Beautyrests!

On the outside, they may look alike, but inside they're different. In the ordinary inner-spring mattress (see above), coil springs are tied together, go down together, forming uncomfortable hollows.

But Beautyrest's 837 coil springs are independent, not tied together. Each separately cushions your hips, shoulders, legs . . . gives you gloriously buoyant comfort.



3. You can't foresee the future! After a few years, some mattresses show their age, lose their "show-room" comfort. But not Beautyrest. It does not sag, get lumpy or out of shape. Its patented "sag proof" border stays neat, firm, resilient.

That's why your Beautyrest's luxury comfort is guaranteed for 10 long years. With care, this fine mattress should last you even longer!



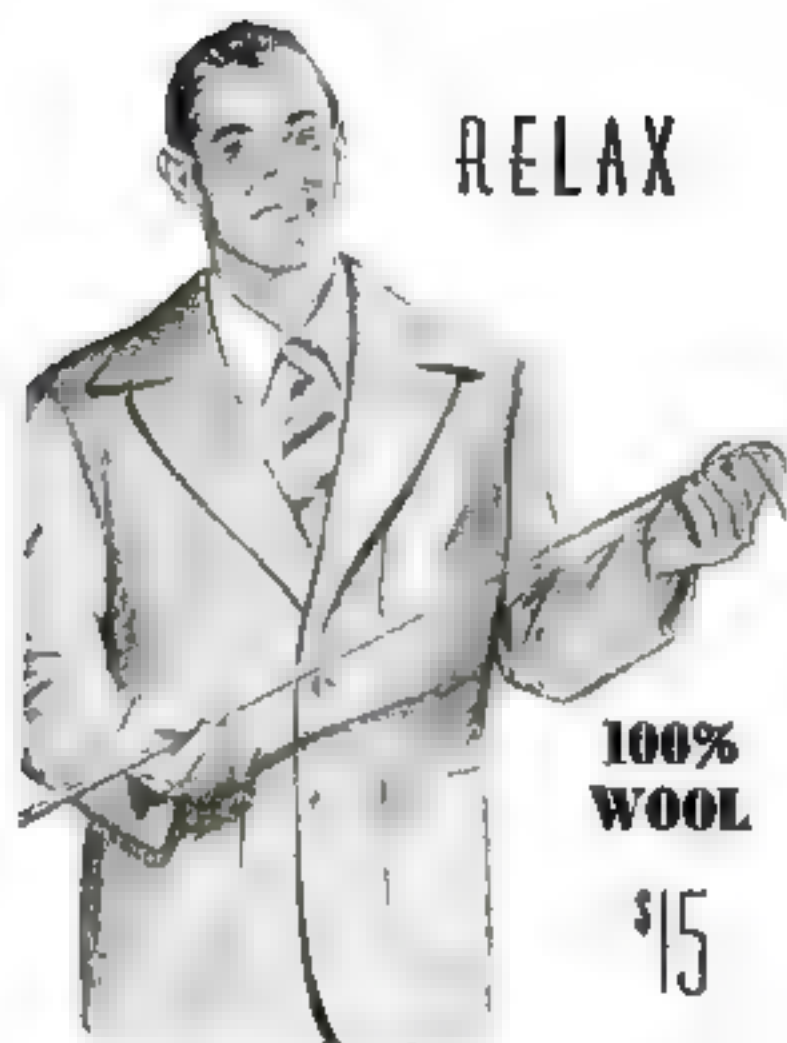
4. Price tags won't tell you today—whether a mattress is a bargain or not. But you'll never need worry about Beautyrest. You get the same fine construction . . . same excellent workmanship . . . same supreme comfort Beautyrest offered you before the war.

So see your dealer—and order your new Beautyrest now. Soon, you, too, will be enjoying the world's most comfortable mattress!

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into shape

Snap back like a steel spring. For wool is resilient with life. And when this wool is spun and twisted, like a cable, it gives your Buck Skein Joe strength, wear and lasting beauty.

Tough
You have to lean on a grindstone to go through it. You see, wool is resilient and full of elasticity when it's right off the sheep's back. And it's an art to weave the cloth so it will always retain its cloud-like softness.



That artistic tailored touch

Into the tailoring is built those unseen touches which give each Buck Skein Joe a long, joyous life. For instance, the shoulders are padded to give that athletic look, and the front is canvas lined to hold its shape.

Luxurious full rayon lining. The front of this coat is of solid Blue; Gold; Light Brown or Dark Brown. The sleeves and back are all wool woven tweeds or harmonizing plaids.

When you change your clothes you change your mind. Relax and enjoy life. See your dealer. If he is all sold out, mail the coupon, enclose your money — and I'll see that you get one of these Buck Skein Joes, 100% wool.

As ever
Buck Skein Joe

c/o Lustberg, Nasc and Co., Inc., Mfrs.
212 Fifth Ave., Dept. L-5, New York 10, N. Y.
See that I get this 100% wool Surcoat at \$15.
Blue front ☐ Gold front ☐
Lt. Brown front ☐ Dark Brown front ☐
Size: Measure chest; tape under arms.
Here is my \$15 check ☐ money order ☐
Name _____
Address _____
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what Dr. Douglas calls "personality expansion through self-investment in the philanthropic rehabilitation of other people's lives." Filled with phrases like this one, they lacked the inspirational touch which he felt the subject required. When he was halfway through, Dr. Douglas decided it would be more fun to make his point by telling a story and proceeded to do so, using his pulpit-parable style on a larger scale.

When his book was finished he sent it to Harper & Brothers, his former publishers. They replied that the book contained a splendid message but was below par fictionally. Douglas then tried Doubleday Doran. They said that it was a fine story if he would take out the inspirational theme. Discouraged, Douglas next tried the little house of Willett, Clark and Colby, associated with *The Christian Century*, which had heretofore specialized in Sunday-school textbooks, church manuals and the like, asking them whether they thought it was "worth fooling with." Willett, Clark, to his surprise, not only said that it was but also that they would take a chance and publish it. With nothing more formal in the way of a contract than a penciled memorandum on the apparently academic question of royalties, it was sent to press and came out in a first edition of 2,500 copies just after the market crash of 1929.

Reviewed and advertised chiefly in religious magazines, the book was slow getting started. Willett, Clark and Colby, with understandable caution, waited until all of the original edition had been sold before printing a new and smaller one of 1,500 copies. These sold faster, and the firm risked another 1,500 which went like hot cakes. After that, Willett, Clark decided to gamble on a printing of 5,000; these sold so rapidly that everyone in the establishment from office boys to president was engaged in wrapping and addressing them to booksellers all over the U.S. After 45 printings, Willett, Clark and Colby decided the enterprise had been milked dry and sold their rights to Houghton Mifflin. Deprived of early mass advertising and high-pressure distribution, *Magnificent Obsession* did not reach the annual best-seller list until two years after its publication. Eventually it reached a total of 968,000, made Dr. Douglas a fortune and prepared the soil for *Forgive Us Our Trespasses*, *Precious Jeopardy*, *Green Light*, *White Banners*, *Home for Christmas*, *Disputed Passage*, *Doctor Hudson's Secret Journal*, *Invitation to Live* and finally *The Robe*.

Critics are cool to Dr. Douglas

THE public's enthusiasm for the works of Dr. Douglas has not been rivaled by the enthusiasm of literary critics. Possibly the kindest appraisal delivered by a commentator of real standing was that of Edmund Wilson who said of *The Robe*, "I have procured a copy of the book and gone through it, and what I have found is rather surprising. Instead of the usual trash aimed at Hollywood and streamlined for the popular magazines, one is confronted with something that resembles an old-fashioned novel for young people." Critical approval for Dr. Douglas descends from this modest elevation to a plateau represented by the views of Bernard DeVoto whose diagnosis is as follows: "It is always comforting to frightened, weary and discouraged men to be told that they are the masters of their fate. . . . Comfort is what his readers ask of Dr. Douglas and comfort is what they get."

Among those who have been able to ignore the hostility of literary critics to their favorite author is Dr. Douglas himself. Douglas long ago faced the realization, which most writers come to sooner or later, that the only kind of criticism which does them much good, as well as the only kind which they enjoy, is sympathetic criticism. Of critics who praise his books he approves. Those who condemn them he is inclined to lump under a group heading as "disappointed novelists." For his own part, he holds a good view not only of his own works but also of those by contemporary rivals in his particular field. Most successful of these recently was *The World, The Flesh and Father Smith*, by Bruce Marshall, of which Dr. Douglas approved highly.

Dr. Douglas is under no illusions about the small meannesses and chicaneries in which the literary profession, like most others, abounds. His first venture into pure fiction, a short story called *If God Can Be Amused*, which he wrote in 1925, taught him a lesson in this respect which he likes to relate: "I thought it was a

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You can have the
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You won't need rinse tubs... you won't go near a wringer. The Thor Automagic whirls clothes better than wringer dry. Dial your way through washday with the Thor Automagic—your clothes will be daisy-fresh and so will you.



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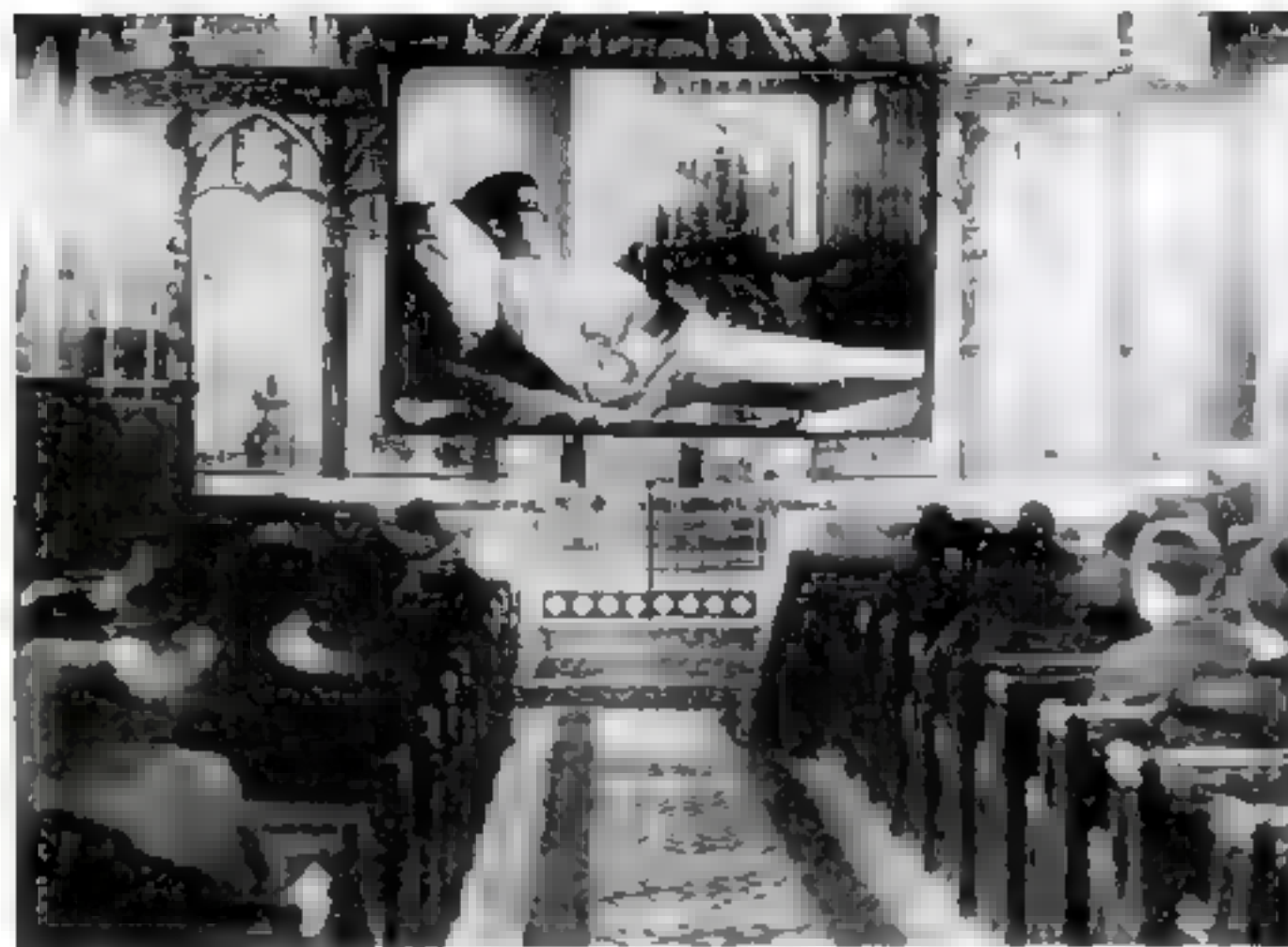


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MOVIE VERSION of *Magnificent Obsession* was deemed worthy of church presentation in England. Dr. Douglas himself rarely attends church services.

DOUGLAS CONTINUED

pretty good story, I thought it had everything. But no one but myself felt that way in the whole U.S. I sent it to every respectable magazine in the U.S., and some that weren't, and didn't get one single signed reply—all printed rejection slips. After my novel *Magnificent Obsession* got on its feet I had a letter one day from a magazine that wanted a story. So I got out the story, retyped page 1 and page 32 because they got a little mussed, but otherwise didn't change a thing. I got a check from this same magazine which had sent it back six years earlier. There was where I lost my confidence about the editors' constant lyrical yodeling about new writers, new stories. They want names."

Douglas' somewhat cavalier attitude toward professional critics argues no unwillingness to take advice which he feels is well meant and constructive. Indeed, in line with his precise notions about the construction of books, his routine for writing is designed to include a running fire of advice from several sources. Douglas types out his manuscript himself, sitting at a small, scarred, pine typewriter table the front of which is marked by black lines. These lines are caused by cigarettes which Douglas has forgotten and left burning in the heat of composition. The longest lines indicate cigarettes which have been allowed to burn completely out, owing to some serious creative difficulties. He writes an average of 3,000 words a day, of which 1,500 are often a rewrite of the last half of the previous day's chore and the next 1,500 a first draft of the work which will be rewritten the next day. During Mrs. Douglas' lifetime the doctor used to consult her regularly on all professional matters, first sermons and then books.

Mrs. Douglas kept needlework all over the house so that when her husband came to read her something she could work as she listened. Nowadays Douglas frequently reads to Betty Wilson in the afternoon what he has composed in the morning. At the end of each chapter his manuscript is bundled up and mailed to Marian Hunt, his secretary in Los Angeles, who makes four copies. She keeps one, sends one to Douglas, one to his publisher and one to Douglas' second daughter, now married and living in Montreal. Douglas welcomes comments from all three of these early readers, especially those of Virginia who is a writer herself and recently had a story published in the *Woman's Home Companion*.

Douglas is fussy and foresighted

IN addition to his rules for paragraphing, Douglas has strict ideas about the mechanics of composition. He says, "I have two typewriters—in case anything happens to one, I have the other. I'm fussy about my manuscript paper. My manuscript page is a book page, so I can look at it and make sure that it is readable." According to Douglas, the best sign of good writing is a full wastepaper basket. In order to keep it full, his advice is to continue to write at all costs, even at that of irrelevance.

"You've got to keep your hand in, like a diamond cutter. If you can't think of anything else to do, write a 1,500-word essay on *Little Jack Horner*. What was he doing in a corner, at Christmas, of

CONTINUED ON PAGE 112



The moon and tenpence

Even today, a dime or so will still enable a fellow to end an evening in style. The high cost of living hasn't ruled out *some* old favorites—not the moon, at least, nor summer's own frosty-cool ice cream cone!

At such a moment, it's almost unromantic to say anything more. But the fact is, there's a lot besides frostiness and flavor that makes a certain ice cream a very *special* treat. You see it under the labels "Sealtest" and "Breyers"—and whether by the cone or quart, it means *extra* money's worth.

Every lick of ice cream wearing these labels is subject to a supervision both rigid and unique. Sealtest Laboratories, established by National Dairy, set the standards

for it. And, moreover, check continually to make sure those standards are met.

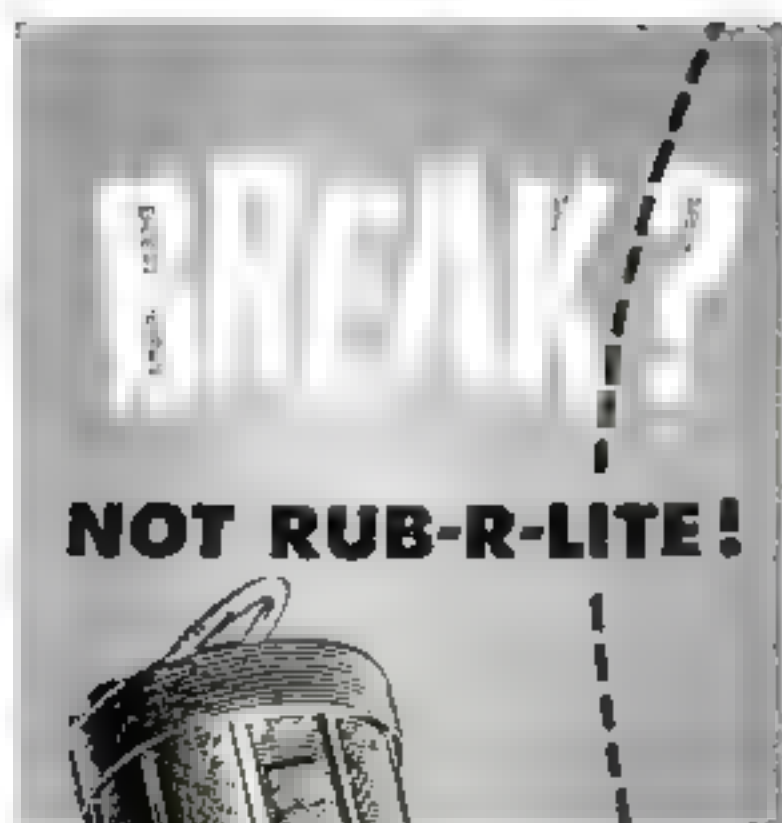
From Maine to Nebraska—from the Great Lakes to the Gulf—in over a thousand communities—National Dairy member companies hold to the high mark fixed by scientific controls. Only ice cream which conforms to Sealtest standards can be sold to you under these labels.

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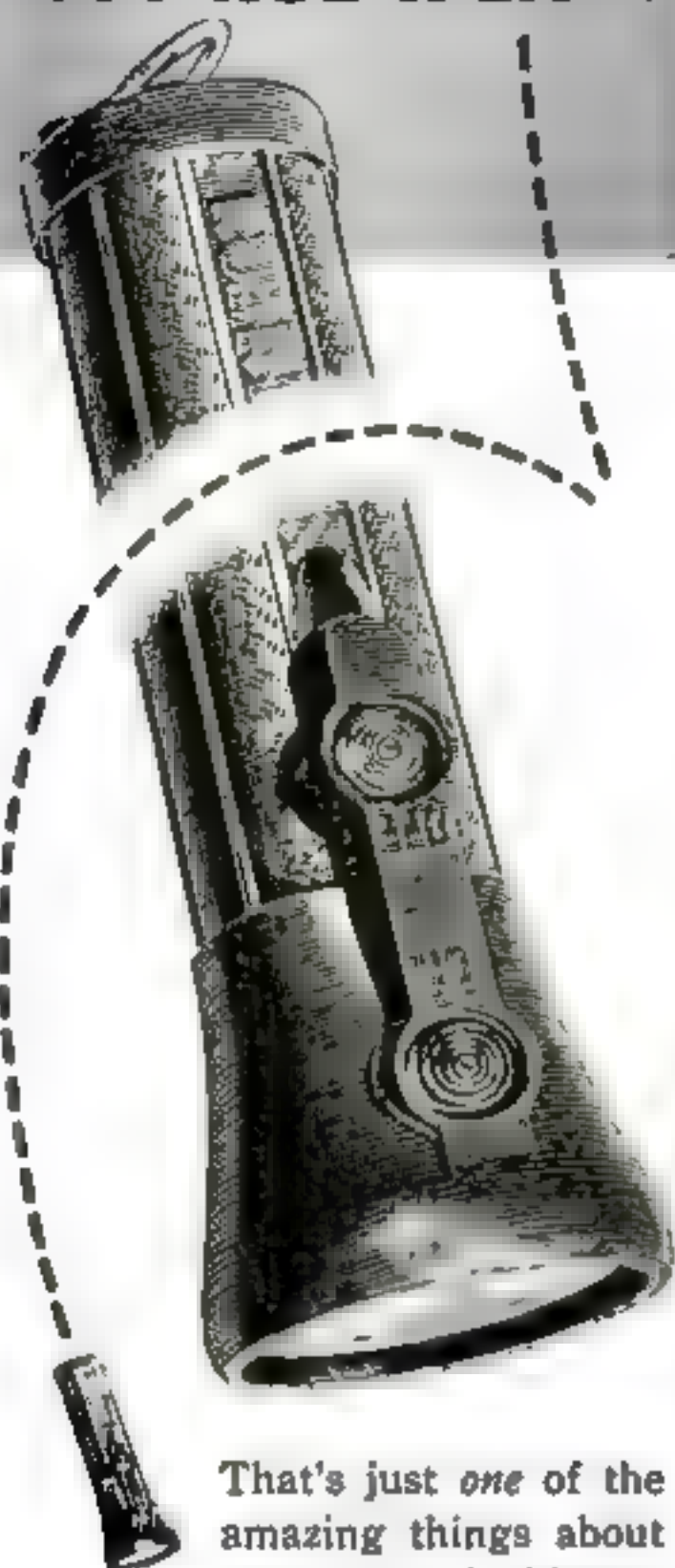
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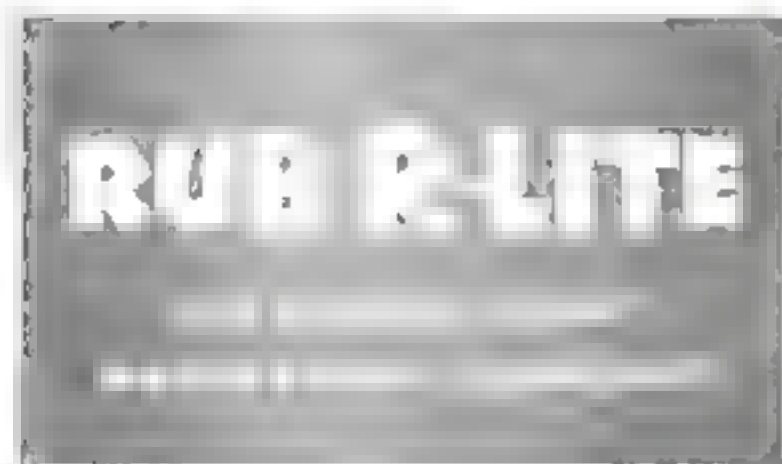
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P. S.— Look ahead to the day (and it's not far away) when Lennan will bring you what America has long needed... a smart pocket light that lasts! Two sizes: one for pocket, one for purse. Wait and see.



DOUGLAS CONTINUED

all times? Why did they ever fetch up a little beast like that? Who were the Horners anyway? Maybe the house burned down, they went off and left Jack all alone, all he could save was the Christmas pie. Still, that's no excuse for his saying, 'What a good boy am I.' Personally I suspect there was something wrong with the whole Horner outfit. Or Miss Muffet. Obviously a neurotic, scared of everything. Why? . . . If you can't write an essay, write a 50-word telegram, then condense it to 25, then cut it to 10."

Hardened by years of drafting sermons, Douglas has little difficulty with mere composition, but he finds characters, a comparative novelty, much harder to deal with. Sonia, in *Green Light*, was especially troublesome and kept wanting to interpolate things the author felt would be inappropriate. Finally he let her have her say for a thousand words and then put it all in the wastepaper basket. Mencius, a minor character in the new book, is currently proving equally trying to his creator, chiefly because he seems intent on displaying his erudition about the Holy Land and its history. Douglas has few research facilities at hand in Las Vegas and, beyond what is contained in his own retentive memory, very few facts with which to back up the information contained in Mencius' monologues. "Don't know what I'm going to do with this fellow Mencius," Douglas says. "Of course I could just shut him up—but I have a hunch it will make the book better if I let him talk. Still, it certainly makes things tough for me."

If Mencius is a puzzle to Douglas, Douglas as a literary phenomenon remains something of a puzzle to the reading public; for his own neat recipes for novel-writing unfortunately leave out the ingredient that makes them appeal to millions of readers. Even the shrewd appraisal of DeVoto fails to show why Douglas alone possesses the secret of providing the comfort which, since the public obviously craves it, many another author would be glad to provide as well. The fact seems to be that Douglas, by accident or intuition, first, sensed a main spiritual problem of the age which is how the Christian world may reconcile its ancient faith with the facts of life as evidenced in more recent scientific lore; and that, second, he succeeded in solving this problem to the satisfaction of the public most concerned with it.

As to the miracle whereby a clergyman in middle age surpassed all rivals in a new and supposedly difficult profession, this, if treated in an autobiography written according to the Douglas formula, might afford almost as rich a moral feast as the career of *The Big Fisherman*. Douglas, confronted by the paradox inherent in his principle, has no thought of writing one.



THE DOUGLASES settled in Bel-Air, Calif. before the war. Mrs. Douglas, who died in 1944, often gave her husband literary advice which he followed.

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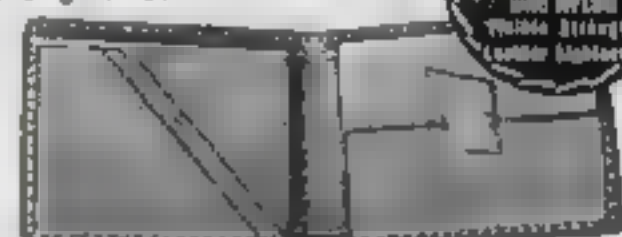


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*"and so dream all night
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(Keats)

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ah, how good it is to be able to relax and drift
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LONG, TAPERED WING, 47 FEET IN SPAN ON THIS KIRBY KITE, GIVES GREAT LIFT TO SAILPLANES SO THAT THEY SOAR BETTER THAN OTHER TYPES OF GLIDERS

SAILPLANE SOARING

Glider pilots learn the arts and pleasures of engineless flight

There was only a handful of glider pilots in the U.S. before the war. Today there are several thousand, most of them Army-trained and many of them now interested in keeping up gliding for fun, which means sailplane soaring. When the government recently put 300 surplus sailplanes on sale—at \$200 to \$1,250—they were snapped up.

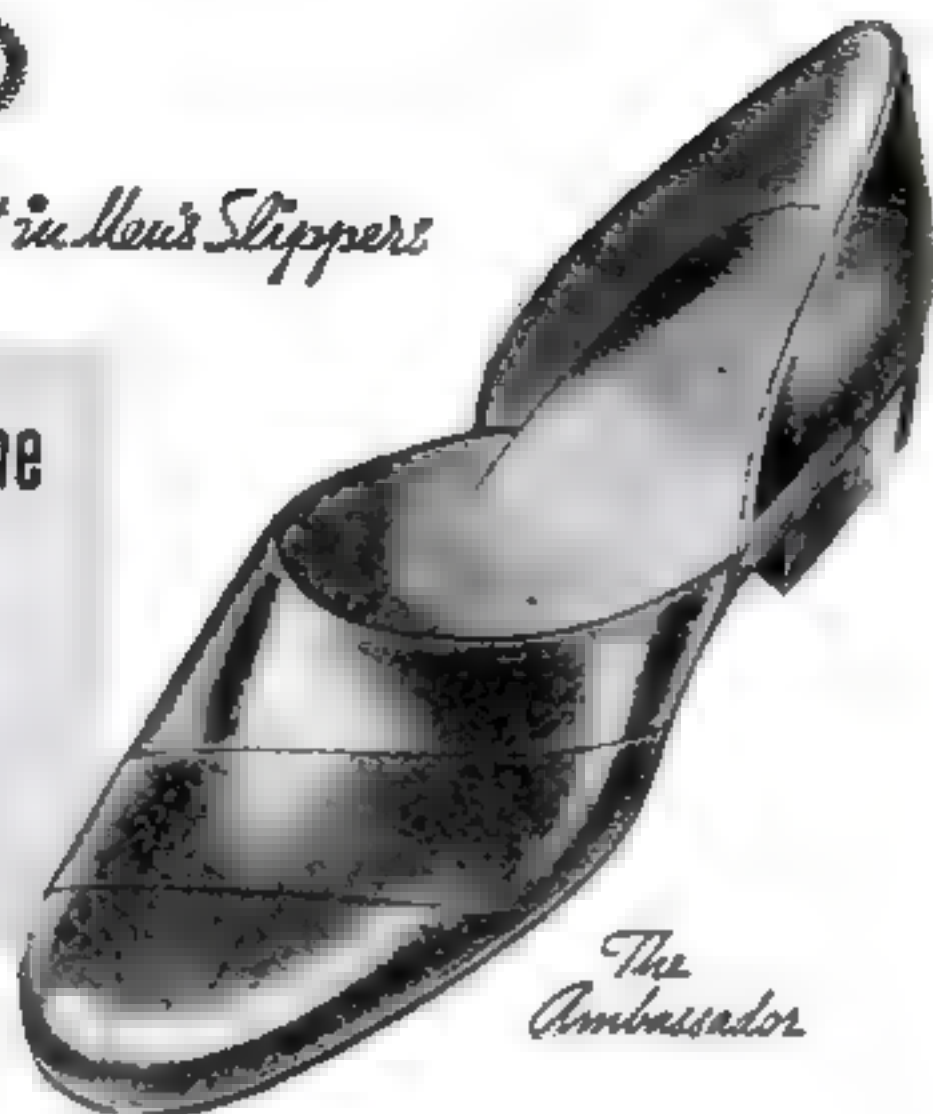
In sailplane soaring the pilot flies an engineless, one- or two-place craft with a long, tapered

wing (*above*). In it he uses the techniques of slope soaring, cloud soaring (*see p. 122*) and other tricks of "thermal sniffing" to fly high or far or for a long time. He must have an intimate knowledge of the air, must be acutely sensitive to the look of clouds and feel of his sailplane to stay aloft in the changing currents. To soarers the silence and the long, free swoops of sailplane flight bring a pleasure no other flying can match.



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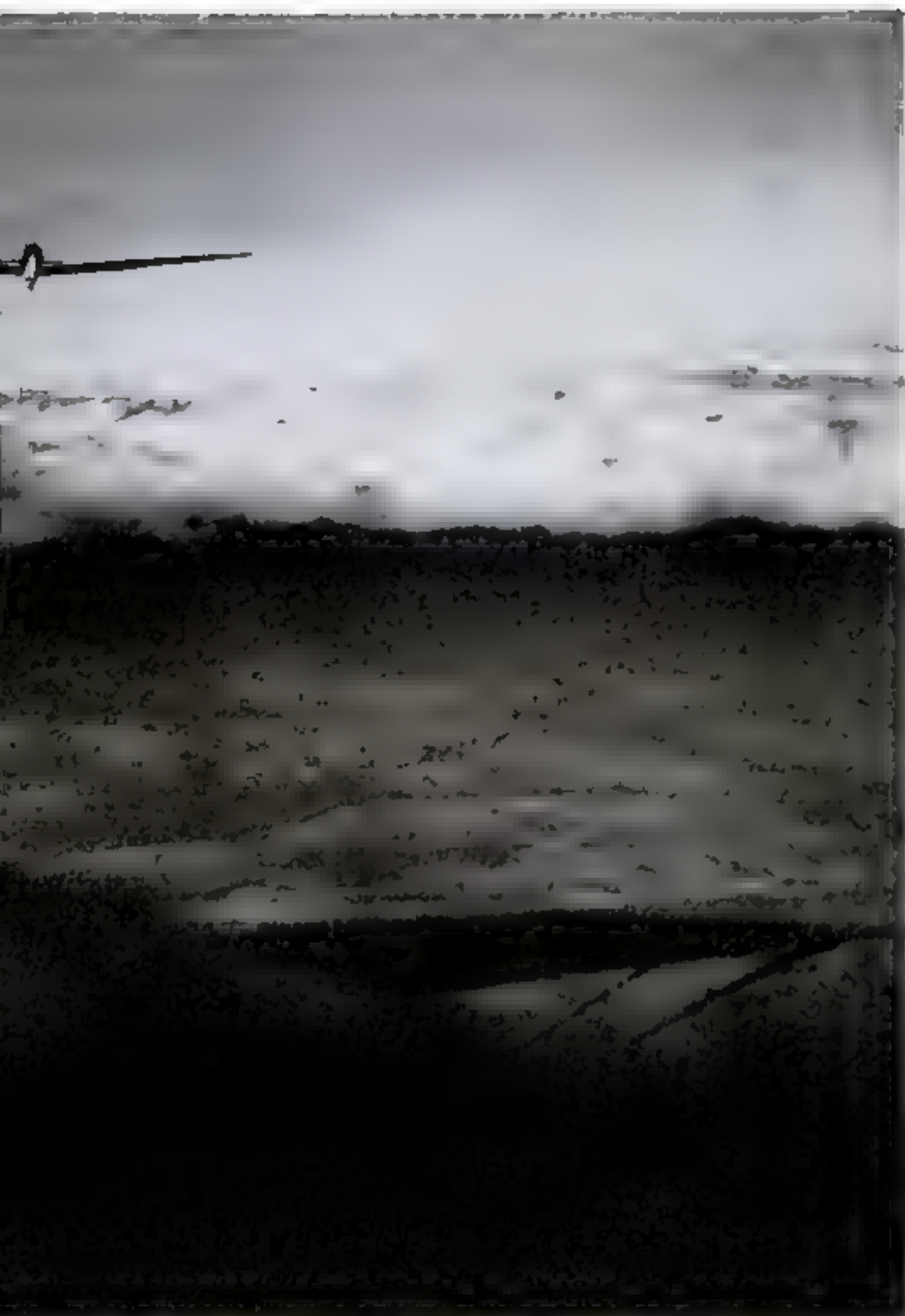
Sailplane Soaring CONTINUED



TOWED BY AIRPLANE, a Schweizer sailplane is pulled to 7,000 feet before being freed. This gives pilot a long flight in which to search for updrafts



TOWED BY AUTO, sailplane climbs to 600 feet and, as it speeds forward, outstrips rope that has pulled it up. Auto is popular, cheap launching method.

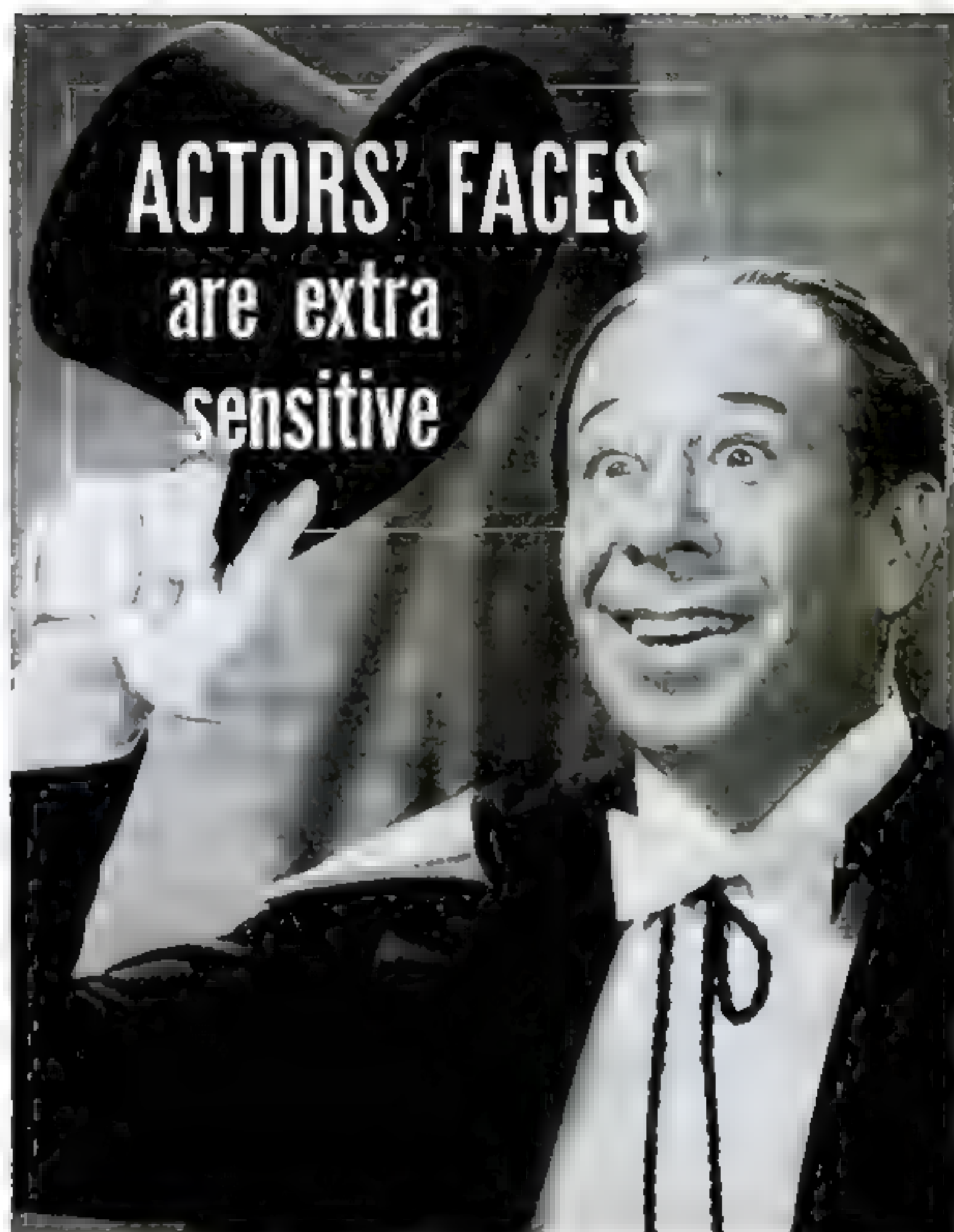


of air before he has to land. He has to find an air current rising at least three feet per second to keep his sailplane aloft or faster than that to make it climb.



TOW ROPE IS RELEASED, curls earthward when pilot pulls his release knob. Sailplane will land in about four minutes unless pilot finds an updraft.

CONTINUED ON NEXT PAGE



—that's why Bert Lahr shaves with soothing WILLIAMS

BERT LAHR, comic star of stage, screen and radio, has put on and rubbed off heavy stage make-up thousands of times. Naturally, this has made his face extremely sensitive. He says: "Removing make-up leaves my face extra tender. To help avoid soreness and irritation, I use neutral, quick-lathering Williams Shaving Cream."

A shaving cream can be truly mild only when it's made of finest quality, pure ingredients, blended together like a doctor's prescription. Williams

is a cream like this. Compounded with all the knowing skill that comes from over 100 years' experience, it's always easy on your face.

Smooth, comfortable shaves

Williams rich, abundant lather soaks toughest beards *completely* soft. Your whiskers shave off cleanly without scraping or irritation. Your face feels softer, smoother . . . refreshed.

Enjoy the welcome difference Williams can make in your shaving. Treat yourself to a tube today.



SIR C. AUBREY SMITH is another distinguished actor who shaves with Williams. He says, "Removing make-up keeps my skin very tender and sensitive, so it was certainly a pleasure to discover Williams. It leaves my skin feeling soft and pliant—lets me shave closely with comfort."



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Sailplane Soaring CONTINUED



SLOPE SOARING is one technique that expert glider pilots use in attempting to set endurance records. Flying slowly back and forth very low over a ridge, they catch the steady upflow of air as the wind sweeps up from a valley.

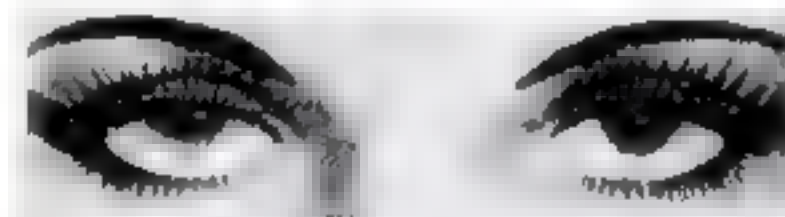


CLOUD SOARING is another gliding technique using thermal updrafts in and under clouds to climb high or travel cross-country. Soarers look for cumulus clouds and even risky thunderheads because they have strong updrafts.

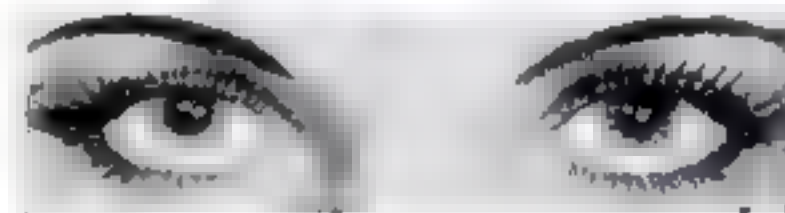
Eyes

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WITH A STILLSON WRENCH IN HER HANDS, THE FEATHER-WITTED CLUNY BROWN (JENNIFER JONES) WORKS AT HER FAVORITE AVOCATION, FIXING THE PLUMBING

MOVIE OF THE WEEK:

Cluny Brown

Jennifer Jones plays an uninhibited lady plumber in an artful comedy made from Margery Sharp's novel

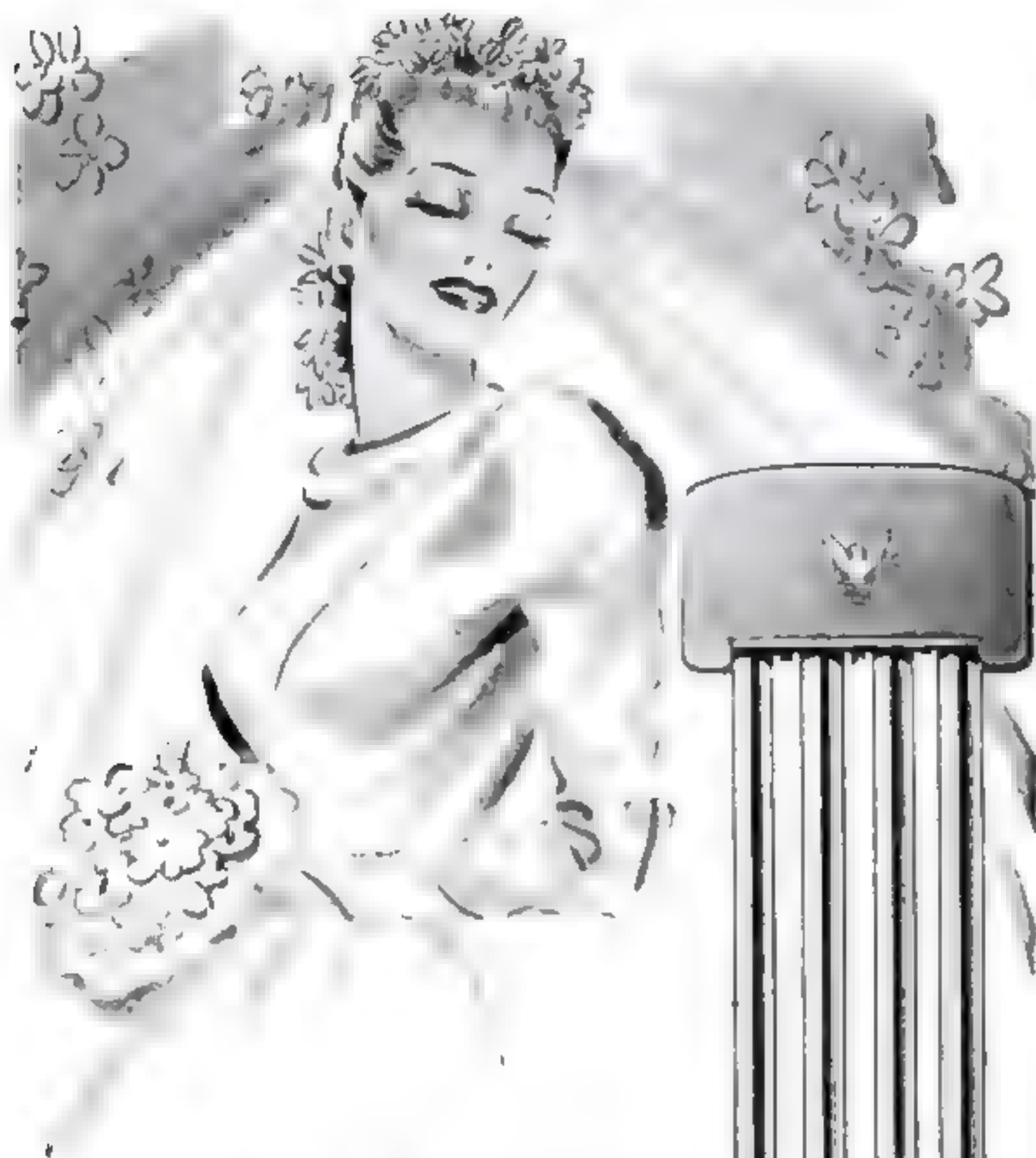
The intent young lady shown tugging on a Stillson wrench in picture above is not quite respectable, for proper Englishmen frown on ladies who wish to be plumbers. Her name is Cluny Brown and, played by Jennifer Jones, she is the heroine of a deft and funny 20th Century-Fox comedy, the kind that Hollywood should be making all the time instead of only about once a year.

Cluny was invented by English Novelist Margery Sharp. She is the niece of a London plumber

who votes the Labor ticket but has Victorian repugnance to his niece's forays among the drainage pipes. To teach Cluny her place he packs her off as housemaid to a landowning country family, a step which he hopes will kill off this amateur interest. But Cluny remains a maverick. She cannot even serve dinner without creating a scene. She fritters away a chance to marry the village apothecary and live happily with him and his mother. In the end poor Cluny falls for a Czech writer

(Charles Boyer) who understands the inner Cluny but has no money.

In *Cluny Brown* Director Ernst Lubitsch spoofs English propriety as much as he spoofed Soviet puritanism in *Ninotchka* in 1939. Reasonably common English types have been changed into off-center but acutely recognizable portraits by the fine acting of Reginald Owen, Richard Haydn and Una O'Connor, who speaks never a line but confines her expression to a long series of throat clearings.



Give The Bride

... this exquisite, gloriously
different, lasting gift!

A beautiful,
melodiously toned
Rittenhouse Electric Door Chime
imparts new loveliness, sparkling
interior smartness and extra livability to
the Hall, Den, Studio or Dining Room.

The charming and outstanding
designs by Norman Bel Geddes—
internationally famous designer-stylist
—and the unmatched perfection of
Rittenhouse tone will delight anyone
you wish to make happy and will serve
as constant reminders of your good taste.

See and hear these finest of all chimes
at better dealers and department stores today.

Write for the Rittenhouse Brochure
picturing ten models in color.

THE A. E. RITTENHOUSE COMPANY, INC.
74 East Street Mineapo Falls, New York

The SHEFFIELD
A Magnificent
Westminster Chime
\$26.95



Rittenhouse

AMERICA'S FINEST CHIME SIGNALS

"Cluny Brown" CONTINUED



CLUNY DIAGNOSES a stopped-up sink after answering an emergency
call from Hilary Ames (Reginald Gardiner, right). Her uncle was on it so she
came instead. Also present is a stranger named Adam Belinski (Charles Boyer).



BELINSKI TOASTS Shakespeare after arriving at the Carmels' country
place where Cluny is parlormaid. Sir Henry (Reginald Owen) cannot under-
stand Adam's talk and the butler disapproves of his failure to dress for dinner.



THE VILLAGE APOTHECARY, Mr. Wilson (Richard Haydn, standing),
conceives an affection for Cluny and is about to announce his intentions at a
family party when the plumbing breaks down. Cluny fixes it, thus impressing



2

BELINSKI FALLS ASLEEP at the Ames' apartment and is wrongly identified as a pursued anti-Nazi by Andrew Carmel (Peter Lawford, right). Andrew decides to take Belinski to his family's estate and hide him from Hitler.



4

CLUNY AND ADAM carry on friendship which had begun at the Ames' apartment. She turns out to be an extremely incompetent servant. The housekeeper and butler strongly disapprove of Cluny's associating with a guest.



Mr. Wilson's mother (Una O'Connor, right of Haydn) as being so unrefined that the match is called off. The disappointed Cluny is then asked by the stony-broke refugee, Belinski, to run off with him to America. She accepts.

CONTINUED ON NEXT PAGE



Crisp and cool
and crease-resistant
describes this wonderful
Shamrock outfit
superlatively tailored
by McGregor. And no
wonder, for the fabric is
by EVERFAST*...feels like
linen, looks like linen
and washes without excuse.
Shirt..\$5.50 Slacks..\$7.95
Jacket..\$18.95

McGREGOR

COLORS GUARANTEED
BY
EVERFAST FABRICS, INC.

At all better stores or write
DAVID D. DONIGER & CO., INC.
303 FIFTH AVENUE, NEW YORK 16

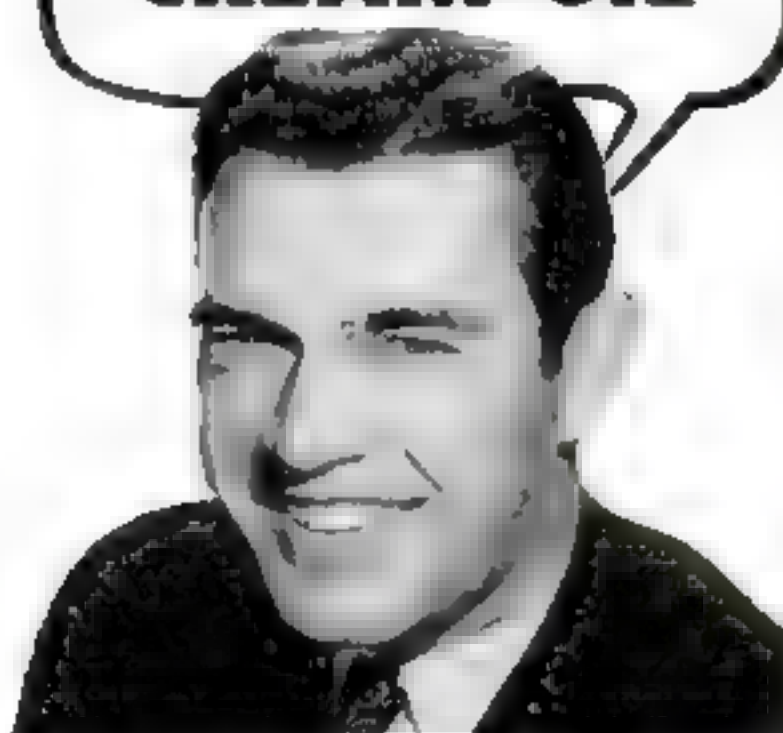
CAN YOUR SCALP PASS THE
*F-N TEST?



*F-N
the famous
Finger Nail
Test

1 It's F-N, the test for men! The "Finger Nail Test!" Scratch your head and see if you find dryness or loose, ugly dandruff. If so, you need new Wildroot Cream-Oil Formula. Relieves dryness, removes loose dandruff! Buy the large size.

YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
WILDROOT
CREAM-OIL



2 Only a little Wildroot Cream-Oil can do a big job for your hair. Keeps your hair well groomed all day long without a trace of that greasy, plastered down look! Your hair looks good and feels good!

NON-ALCOHOLIC
CONTAINS
LANOLIN!

3 LANOLIN is an oil resembling the natural oil of the human skin! No wonder 4 out of 5 users in a nation-wide test preferred Wildroot Cream-Oil to other preparations formerly used. Get it today from your barber or drug counter.

IMPORTANT: Smart women use Wildroot Cream-Oil for quick grooming, and to relieve dryness. Excellent for training children's hair too!



CREAM-OIL CHARLIE SAYS:

Tune in! The Woody Herman Show every Friday night on ABC (Blue) Network.



MRS. EDITH ELLIS REPAIRS A SINK IN HER HOME IN FLUSHING, N.Y.

A U.S. LADY PLUMBER FINDS FLAWS
IN CLUNY BROWN'S PLUMBING ABILITY

Cluny Brown, which has an almost abnormal preoccupation with plumbing, sets forth two assumptions: first, that Jennifer Jones as Cluny acts like a competent plumber and second, that the profession is demeaning. To pass on these assumptions, LIFE sought out one of some five women plumbers in the U. S., a lady whose maiden name, by coincidence, was also Brown. She is now Mrs. Edith Ellis and, at LIFE's request, she came to view the movie. As the first American woman to become a licensed master plumber, a teacher of plumbing and the widow of a plumber, Mrs. Ellis is a satisfactory authority. In her opinion Miss Jones is a beautiful, accomplished actress but an inferior plumber.

At the start of the film, for example, Miss Jones tries to fix a flooded sink by unloosening a joint in the trap underneath (see picture p. 125). "I don't know what kind of a trap that is," murmured Mrs. Ellis, with the scorn good American plumbers entertain for England's medieval fixtures. As she watched Miss Jones tugging at her pipe wrench, Mrs. Ellis was dismayed. "She should have a pail!" she exclaimed. "What a mess with that garbage going all over the place!" (In Margery Sharp's book, Cluny does have a pail.) Nothing happened on the screen, however. The sink stayed full until someone accidentally bumped it and it started merrily emptying of its own accord.

"That's the way," said Mrs. Ellis. "Hit it with something. I've done it. It often loosens up the stoppage. It cracks it. Suction. It goes right down."

In the family party scene at the Wilsons' (see pp. 126-127), Mrs. Ellis perked up when the plumbing began to rumble and bark. "Goggling!" she said authoritatively. "It's a loose washer." On the screen, Miss Jones dashed into the lavatory, whence came the sound of hammering. Then, once again, a full sink could be heard gurgling empty. Mrs. Ellis looked pained. "It's gurgling now," she pronounced. "Before it was goggling. So it shouldn't be emptying now because with a goggling noise it couldn't have been full."

Having suitably admonished 20th Century-Fox on these technical lapses, Mrs. Ellis went on to speak plainly on the rather ticklish subject of antiplumber bias. The late Mr. Ellis often told her, she said, that his own family in England had considered his trade "degrading." Undeterred, Mrs. Ellis married him anyway. After he died in 1927 Mrs. Ellis took out her own master plumber's license, continuing the business until 1933. Nowadays the mechanically minded Mrs. Ellis works in a New York insurance office, plumbing only in her spare time. She sees nothing disgraceful in her profession and finds that, if anything, it makes her even more acceptable socially when her friends' plumbing gets out of order. "Be sure to say I liked the picture, though," said Mrs. Ellis as she departed for her home in Flushing, Long Island.

IT'S
EFFECTIVE

yet gentle

Nujol
MINERAL OIL

The easy-action laxative
for ordinary constipation



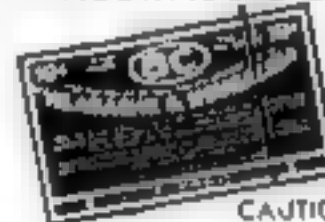
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HEADACHE?
TAKE A TIP FROM ME



TRY
"BC"

FOR QUICK RELIEF FROM
HEADACHES
NEURALGIC & MUSCULAR PAINS



10¢ AND 25¢

CAUTION: USE ONLY AS DIRECTED

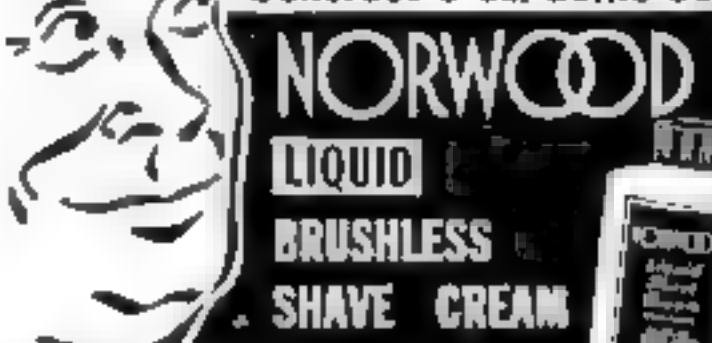
... IT'S NEW

LIQUID BRUSHLESS

Shave Cream

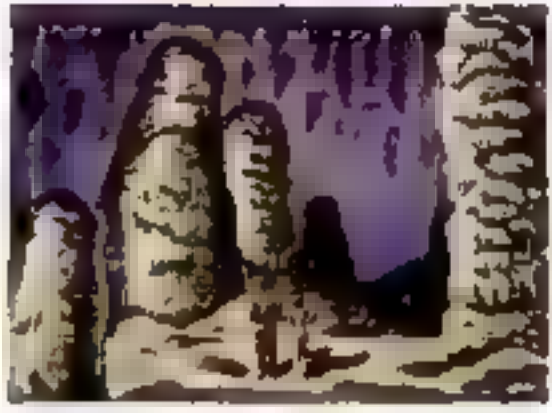
• No Fuss • No Rub • No Brush!
• Never Clogs Your Razor!
• Splits Shaving Time in Half!

Generous 8 oz. Bottle 50¢



See's Toiletries Including Combination Gift Packages
See's Toiletries Co. PHILADELPHIA, PA.

*For your vacation
this summer...*



There's the one and only Grand Canyon—217 miles of fantastic rock sculptures.

There's Carlsbad Caverns, "the underground Grand Canyon" in southeastern New Mexico, with its miles upon miles of subterranean fantasy.



The historic Indian country and prehistoric cliff dwellings around Santa Fé, New Mexico, and Navajoland in Arizona are unending attractions, especially when children are along.



A few weeks at a Dude Ranch in the cool mountains of Colorado, Arizona, or New Mexico, will "be good for your soul" while you ride and relax amid great natural beauty.



And California offers practically everything you want in a vacation—from swimming in the blue Pacific to sking in the snowy Sierras, from modern city glamour to historic Spanish missions.

Now you can really look forward to enjoying that long-awaited vacation, any time this summer, in one or all of these colorful places in the Southwest. You can travel to and from all of them on swift, modern Santa Fe trains *all the way*. Just ask any Santa Fe ticket office or tourist bureau to give you the details.

SANTA FE SYSTEM LINES

Serving the West and Southwest

These Famous Santa Fe Trains to Serve You on your Vacation This Summer

THE SUPER CHIEF—America's most preferred all-first-class streamliner between Chicago and Los Angeles.

THE CHIEF—Famous daily all-first-class streamliner serving the Southwest and California.

EL CAPITAN—the extra fare, all-chair-car transcontinental streamliner that made railroad history.

THE CALIFORNIA LIMITED and **THE GRAND CANYON LIMITED**—providing daily service between Chicago and the West.

THE SCOUT—Famous economy train for points between Chicago and California—helps you stretch that vacation budget.



Santa Fe all the way



THE GRAND CANYON IN NORTHERN ARIZONA . . . the world's most inspiring panorama of giant grandeur can be included conveniently on your Santa Fe trip to or from California.

Sparton

Radio's richest voice
since 1926

Model PM-14-E. Expensive
suitable for use in home or apartment.



Compare the values in this superb new 1946 Sparton Radio-Phonograph with any new models you see!

Value No. 1—Smartly-styled cabinet available in two rich veneer finishes—walnut and mahogany.

Value No. 2—Seven-tube superheterodyne receiver with 3 wave-bands—standard, and two short-wave.

Value No. 3—Automatic trouble-free record-changer that plays twelve 10-inch or ten 12-inch records.

Value No. 4—Two spacious record-storage compartments.

Value No. 5—Built by Sparton craftsmen . . . highest quality throughout . . . magnificent piece of furniture.

Value No. 6—The Sparton plan of selling direct to exclusive reputable dealers (only one in each community) insures you better radios at lower prices. For proof of this—LOOK AT THIS PRICE!

\$149.95
plus delivery

Now on display by your Sparton dealer.

Consult the "where-to-buy-it" section of your local telephone directory.

The Sparks-Withington Co., Jackson, Michigan
Sparton of Canada, Limited, London, Ontario



A BARBER'S VICTIM minus a head strolls onto the stage in the skit, "Once Over Lightly." This pretty object lesson shows how easily an ex-GI barber, called

"The Butcher" because he wields a razor like a bayonet, can decapitate his customers. Next victim (Jules Munshun) cowers in the chair, expecting a similar operation.

"CALL ME MISTER"

Broadway's biggest revue hit is written and performed by ex-GIs

War historians who someday may want a clue to the temper of the times in May 1946, when the U.S. was in the late throes of demobilization, could find it in Broadway's newest revue hit. *Call Me Mister* is written and performed by ex-GIs and the girls who used to entertain them officially. Its co-producer is movie actor ex-Lieut. Colonel Melvyn Douglas. Its sharpest skits, written by Sgt. Arnold Auerbach, jab at Army red tape, the tony life of Air Corps officers and a GI's homecoming. But be-

hind its witty cynicism *Call Me Mister* expresses the hope for a more fair-minded world.

Words and music are by Cpl. Harold Rome, who first proved that he could put social problems into catchy tunes in 1937 when he wrote the garment workers' famous revue, *Pins and Needles*. Nearest thing to a star in Rome's new show is blonde Betty Garrett, whose best song, *South America, Take It Away*, aims a well-deserved kick at wiggling rumba dancers right where they rumba (see p. 137).

When your favorite brand
begins to taste like
burning hay

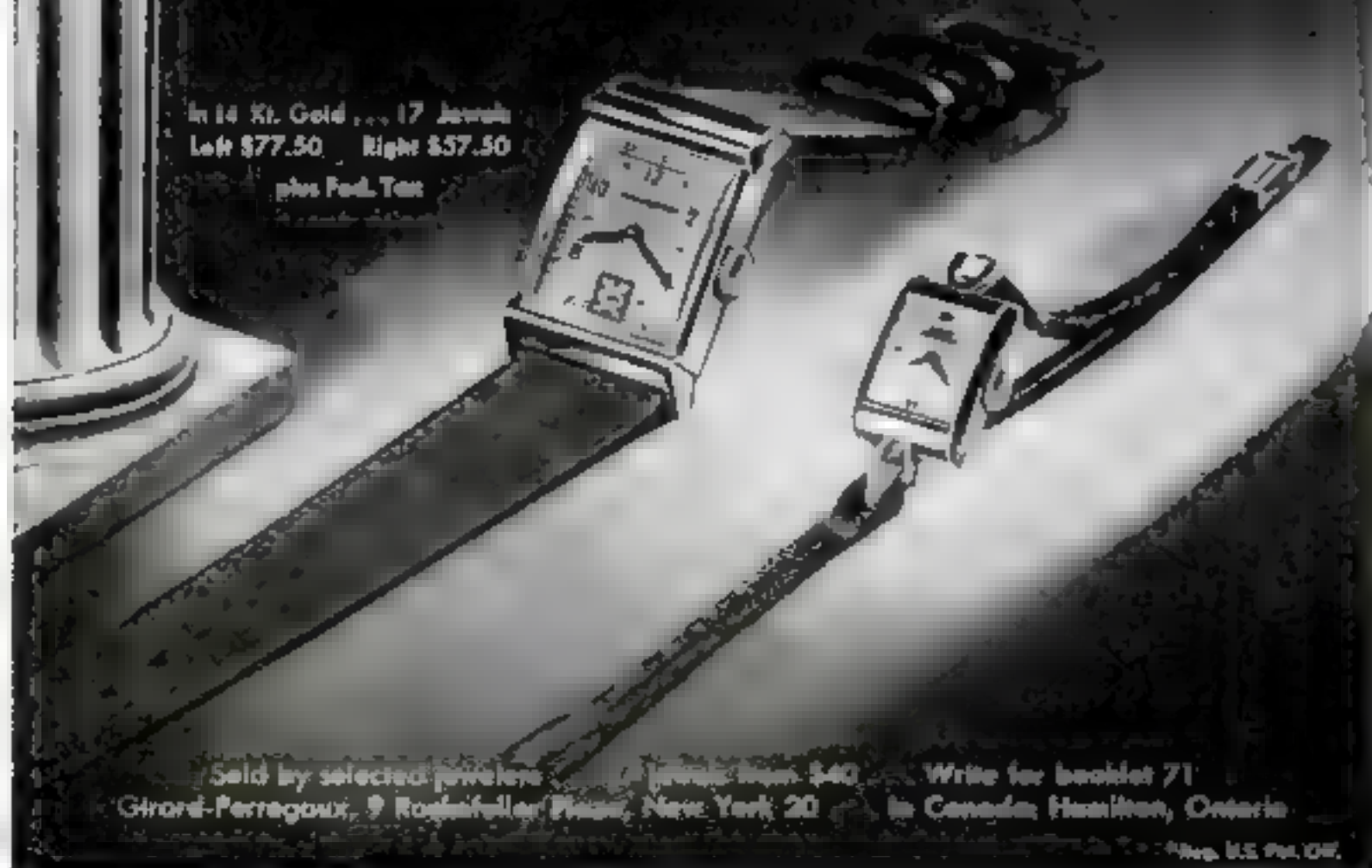


TROLL your taste
between smokes and
enjoy the next one
more



GIRARD-PERREGAUX
Fine Watches since 1791

In 14 Kt. Gold... 17 Jewels
Left \$77.50 Right \$57.50
plus Post. Tax



Sold by selected jewelers. Write for booklet 71
Girard-Perregaux, 9 Rockefeller Plaza, New York 20
in Canada: Hamilton, Ontario

"Call Me Mister" CONTINUED

"OFF WE GO" KIDS AIR CORPS SWANK



OFFICERS' CLUB for the Air Corps, as an infantryman imagines it, is complete with bar, swimming pool, wonderful food and scantily clad beauties selling cigars and greeting every handsome airman with a romantic sigh.



DRINKING at every opportunity, the romantic airmen give their favorite toast "to the blue lady of the clouds" and hurl their champagne glasses behind the bar. Their decorations even include a medal for good posture.



"ACK-ACK ACKERMAN," the boy hero of the Air Corps, arrives after making a spectacular landing, "no hands." His major general's stars are electric lights. One officer complains bitterly that he is 22 and still only a major.

CONTINUED ON PAGE 138



• FOR A BETTER LIFE

• FOR AN EASIER LIFE

• FOR A MORE LUXURIOUS LIFE

Choose

Wintra
the new
fur coat

in  **BONMOUTON**
Elstingon dyed lamb

Choose a *Wintra* coat if you have longed for a fabulously beautiful fur coat that is warm, practical, and by some miracle doesn't cost much.

Wintra coats are made exclusively of Bonmouton, the New Era fur with the richness of beaver, the sleekness of nutria ...the fur waterproofed for lasting beauty and wear. See your furrier now about your new *Wintra* coat for next Fall.

Wintra

TOWN AND COUNTRY CLUB FURS, INC.
540 West 58th Street, New York

Drive Safely With **SOLAREX** Scientific Sun Glasses



Filter Out Blinding Sun and Glare
... Avoid Eye Strain and Fatigue

Be extra cautious this summer to avoid motoring accidents. One common cause of highway mishaps is fatigue caused by eye strain.

You can reduce this hazard to a minimum by wearing SOLAREX Scientific Sun Glasses during all your hours in the sun.

They filter out at least 94% of the sun's irritating infra-red (heat)

rays and Ultra-violet (sunburn) rays. These healthful rays are good to tone up your body but bad for the sensitive membranes of your eyes, causing strain and redness, frowns and wrinkles.

For dependable eye care for every member of your family—buy SOLAREX. It's your guarantee of scientific eye protection.

SOLAREX

THE ORIGINAL

TWILIGHT COLOR

Changes Bright Sunlight into Soft Restful TWILIGHT



BACHMANN BROS., INC.

Charter Member—Sun Glass Institute

Factory and Home Office: 1400-38 E. Erie Ave., Philadelphia 24

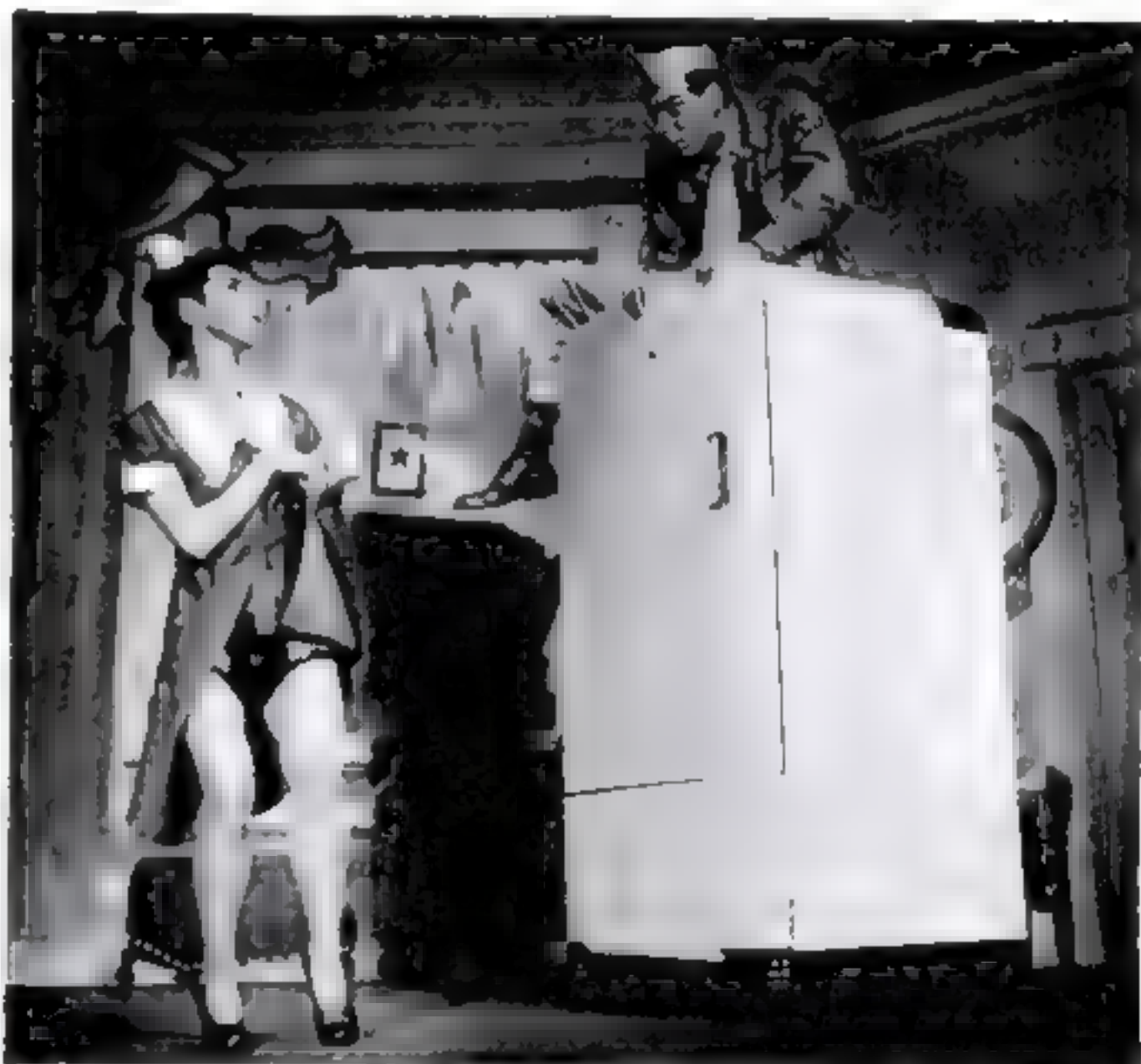
MANUFACTURERS OF **PLASTIC PRODUCTS** ESTABLISHED 1933

"Call Me Mister" CONTINUED

"WELCOME HOME" KIDS GI'S FAMILY



GI'S FATHER in "Welcome Home" skit almost gives indigestion to his son (Harry Clark) by greeting him with food which, according to magazine ads, the boys overseas missed: gluey malted milk, a hot dog, "mom's" apple pie.



GI'S GIRL FRIEND (Evelyn Shaw) is a maid in his family's home. She assumes that after his long years overseas he is starved for civilized company. Her sudden and hearty welcome sends him scrambling on top of the icebox.



GI'S MOTHER (Betty Garrett) has read all the propaganda about soldiers not readjusting to family life. To help him she dresses up as a sergeant, shouts off guns, bellows at him, "Suck in that gut. . . . Get the lead out of your tail!"

CONTINUED ON PAGE 137

"SING A SONG OF SAVINGS!"



1. **You'll SING in the kitchen . . .** Away with drudgery . . . cooking can be fun—when you **SAVE** lots of time, and your angelic disposition, with the Wear-Ever Pressure Cooker.

2. **They'll SING at the table**—your lucky family, when you **SAVE** the garden-fresh flavor and color of vegetables and the juicy tenderness of meats—the Wear-Ever Pressure Cooker way.

You'll find a new life to living when you have more Time Out of the kitchen . . . when you find your foods look fresh as springtime. Because of only the briefest bowing acquaintance with a hot kitchen stove. For example, when the fast Wear-Ever Pressure Cooker reaches temperature, it cooks

Peas—15 seconds Broccoli in—1½ minutes
Fried chicken in—14 minutes

You'll save *money*, too, through fuel saving and the convenient way the pressure cooks of great ingredients as at stove-top, tender cuts.

So—at the top of your list for a treat for your family, put this Aristocrat of Pressure Cookers. Order yours now at your nearest food department, hardware or housewares store.

Keep aluminum gleaming the easy way. Use Wear-Ever Cleanser Pads. At all stores.

Made of the metal that cooks best . . . easy to clean

WEAR-EVER

ALUMINUM PRESSURE COOKER

with the patented Snap-Lite cover

—it can't be removed while pressure is on

©1945, THE ALUMINUM COOKING UTENSIL CO.,
NEW KENSINGTON, PA.



TEST RECORDS OF NEW "SUPER" LOCOMOTIVE RELEASED!

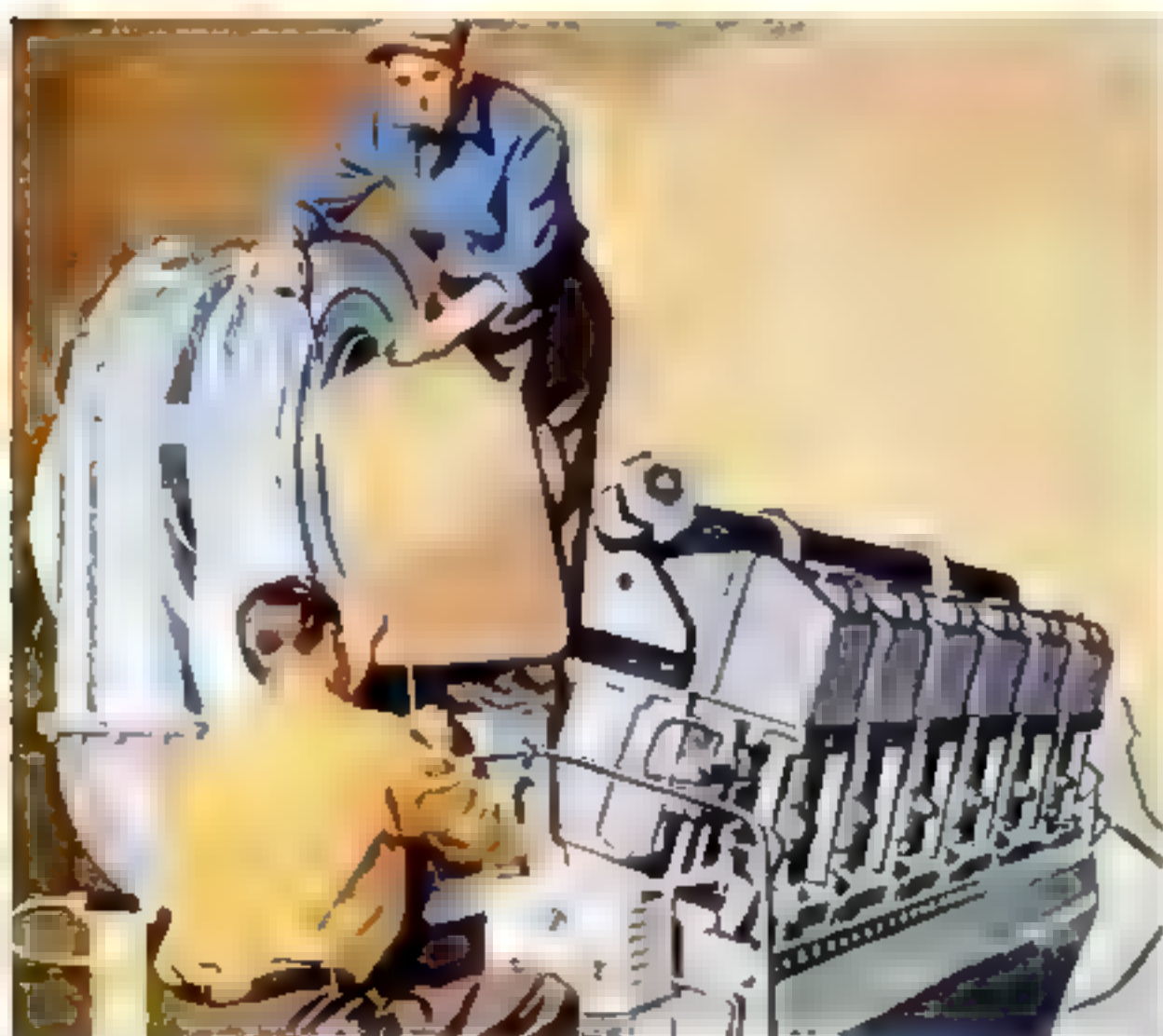
New Diesel-Electric already in service hauls more, further, faster, at lower cost!

1. Out of the rail yards of Schenectady, some months ago, rolled a revolutionary new type of Diesel-Electric locomotive, disguised for test purposes in a conventional steel shell. The product of two of America's foremost industrial producers—American Locomotive and General Electric—this new locomotive embodied certain important, and secret, war-born developments. It was put into service on one of the great railroads without publicity or fanfare.

As weeks went by and the new locomotive was put through its paces, glowing reports soon made it obvious that a "super" locomotive had been born. For in speed, hauling power, smoothness and economy of operation, this new Diesel-Electric began piling up records.



2. Today as a result of the success of this locomotive, a complete new line of Alco-GE Diesel-Electrics is in the making—to meet every railroad power requirement. Improved traction motors enable these new locomotives to haul greater tonnage over a given grade. The engine is designed to run a million miles before major overhaul is necessary—and affords unequalled accessibility of parts.



3. Special feature of the new Super Diesel-Electric is the sensationally superior new GE turbo-supercharger—which tremendously increases horsepower. And these are but a few of many exclusive advantages of forthcoming Diesel Electrics in the new Alco-GE line—a line that will enable the railroads to do a progressively better job, for themselves and for you.



American Locomotive



A GREAT NEW DIESEL-ELECTRIC FOR EVERY RAILROAD JOB



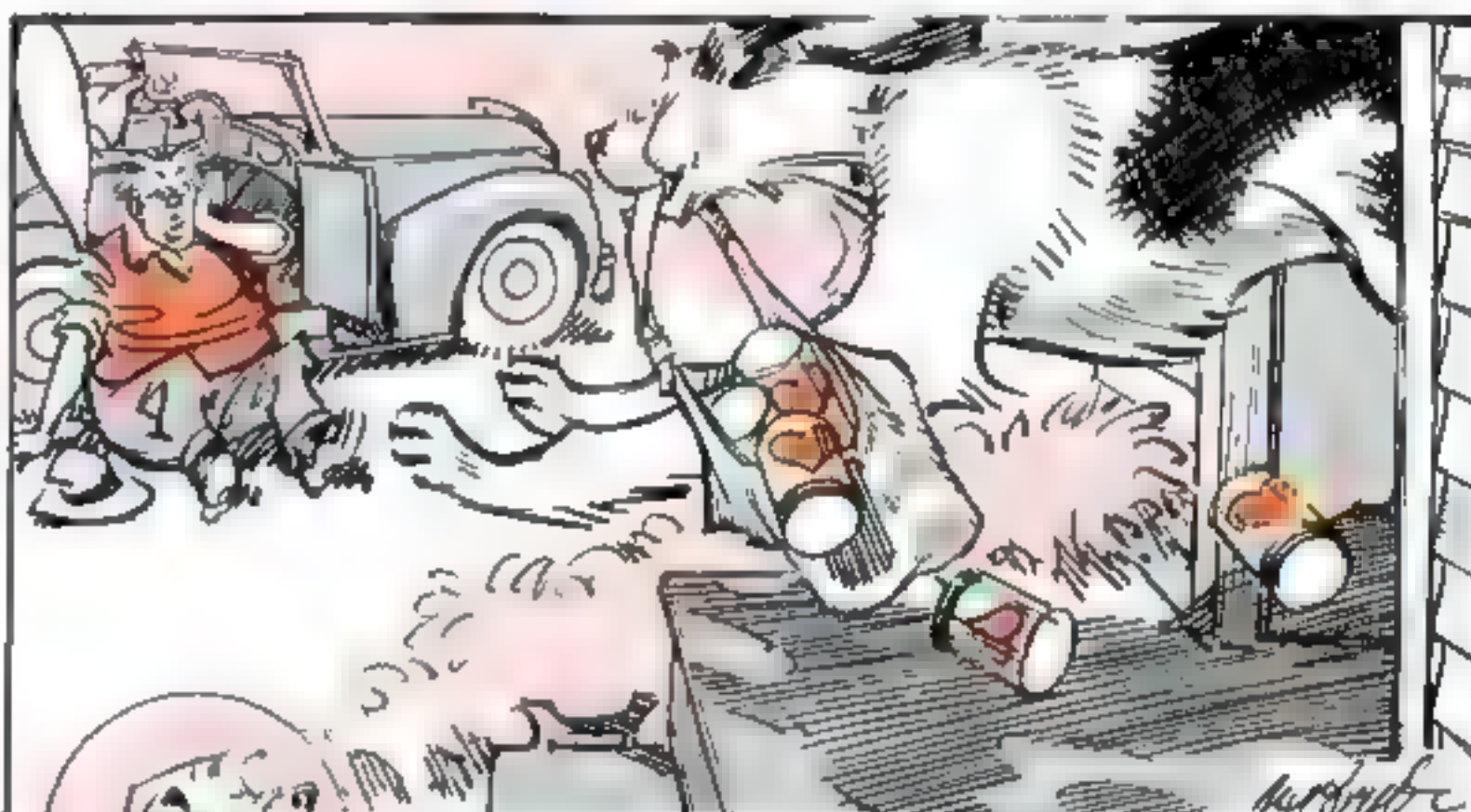
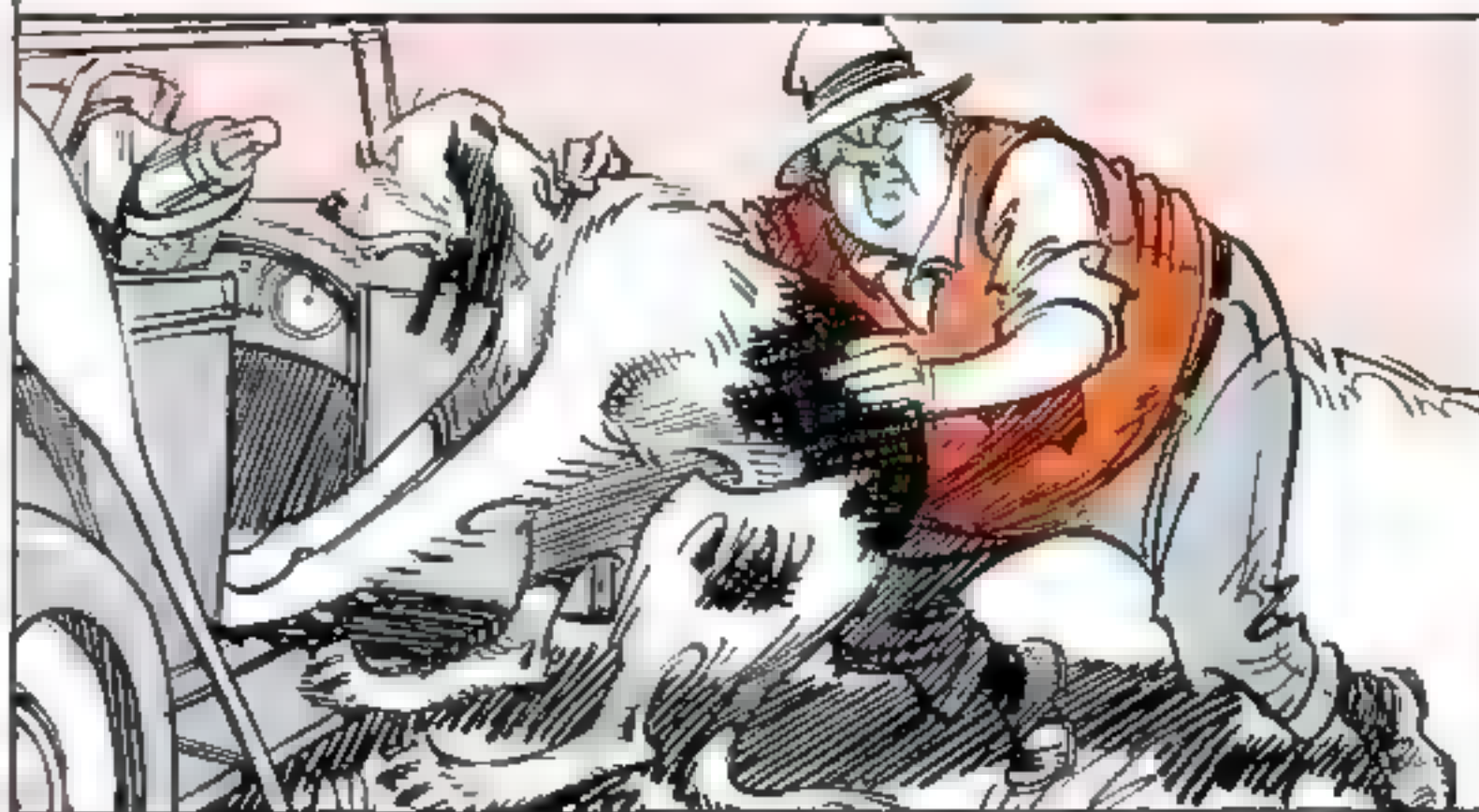
ARMY WAY shows how Paul Revere (George Hall, left) would have been snarled up in modern red tape. He asks only for a horse. By the time he signs requisitions, has dental checkups and sex lectures, the British have come.



BETTY GARRETT as a canteen hostess stops the show by singing *South America, Take It Away*. Wary from dancing too many rumbas, she moans, "My spine's out of whack, there's a great big crack in the back of my sacroiliac."

© M. WYMAN & SONS. USED BY PERMISSION

NAPOLEON AND UNCLE ELBY



Napoleon's pretty smart. For 3-Flavor Red Heart is a dog's idea of a perfect picnic.

Only Red Heart offers the taste-tempting variety of beef, fish, and cheese flavors. And taste tests prove 9 out of 10 dogs think Red Heart's swell.

Red Heart is perfectly bal-

anced, too—contains proteins, vitamins, minerals, carbohydrates and fats.

A Red Heart diet will make your dog good-looking, healthy, and energetic.

Also Red Heart Biscuits or Kibbled in 25-, 50-, or 100-lb. Bags.



3-FLAVOR DOG FOOD

JOHN MORRELL & CO., MEAT PACKERS, GENERAL OFFICES, OTTUMWA, IOWA



NEXT-DOOR NEIGHBORS are important in the country and Hall has an abiding affection and admiration for his. Certi Ploeser, shown above leading her mule

Pete up a lane, and her husband George. They are used again and again by Hall in philosophical columns to point up the advantages of simple country life over the

complicated, dissatisfying life of the city. Hall himself is a farm boy who "worked like hell to get to the city and is now working like hell to get back to the country."



CURRENT RIVER, running through the Ozark hills, is often mentioned in Hall's column. Above is Powder

Mill Ferry, whose only motive power is the current of the river itself. Ferryman adjusts cables so that end of

ferry slants downstream. Water flowing past end nudges it across. To get back, other end of ferry is slanted down.

Life Visits the Ozarks

A St. Louis newspaper columnist writes about the rural delights and natural beauties of southern Missouri

Among the practical country philosophers who inhabit the Ozarks in southern Missouri, newspaper columnists are naturally regarded as "small potatoes and few to the hill"—with one notable exception. This is a short, plump man with a red mustache named Leonard Hall, whose weekly column on the pleasures of rural Ozark life appears in the *St. Louis Post-Dispatch*. To write it, Hall dips into a large reservoir of firsthand knowledge about farming, nature, local geography and his neighbors. One week he will write about mules, the next about beekeeping, the next about Ozark farmers like Hardin Pace who "had six marriages go bad on him but is still philosophical in stating that he wouldn't mind to have another woman if she's a good one, for they air the best piece of property a man can have around the place," or W. S. Bland whose "ridge-

trottin' haws can hear an acorn fall a quarter of a mile away and git there before it stops a-rollin'."

Hall, who is 45 years old, married, and until recently a St. Louis printing salesman by trade, drifted into free-lance column writing only three years ago to oblige a newspaper-editor friend whose nature writer had quit. He has since become immensely popular, although his fellow newspapermen continue to look down their professional noses at what they regard as windy and sentimental literary efforts. His favorite subject is Possum Trot Farm, his own place 20 miles south of St. Louis, which his readers know intimately from his homey descriptions of it. In the pictures on these pages LIFE Photographer Kosti Ruohomaa shows the look of the plain people and the familiar things Hall writes about.



HALL KEEPS BEES, says, "Anyone making \$1,500 a year from bees can get rich doing anything else. But few farm activities yield so much for so little work expended."



PET PIG on neighboring farm inspired a column about a pig Hall once had, which used to go walking, plowing and snake hunting with its best friend, the hired hand.



COUNTRY STOREKEEPER in Old Mines operates a combined "grocery store, hardware store, department store and general meeting place for back-country folks."

**Not only
for
BURNS**

WE USE IT ALL THE TIME!

130 LINES APPE
Unguentine
"The First
Thought"
in Burns
A Norwich
Product
NORWICH PHARMACEUTICAL CO.
MADE IN U.S.A.
Norwich

UNGUENTINE is a whole first-aid kit in one tube. It's the thing to use for little cuts, scrapes, bruises and irritations—any break in the skin. It gives quick, soothing, antiseptic protection for these everyday "skinjuries"—just as it does for burns.

- ① It relieves pain
- ② It fights infection
- ③ It promotes healing

Be sure there's a handy tube or family size jar in your medicine cabinet. At all drug stores.

UNGUENTINE
(UN-GWEN-TEEN)
The First Thought in Burns



MISSOURI MULE is admired by Hall, who finds him "comical as a clown and as grave as a judge, able to express either scorn or approval by merely moving his ears, and quick to deliver a horse laugh when he outwits you."



GUERNSEY CALF started Hall on a rhapsodic column about cows in general. "I like to hear them lowing quietly at the pasture bars on a soft autumn evening. The sound of cowbells on a hillside at night is music to my ears."

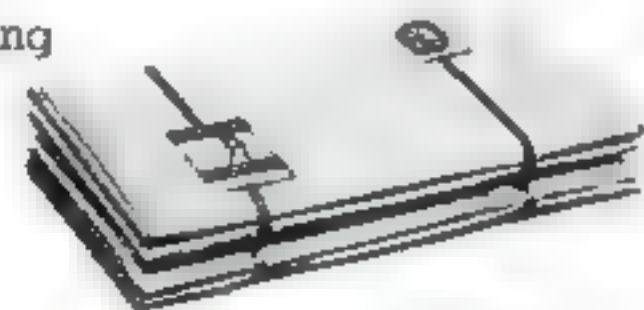


FISHING on Current River has produced many a nostalgic column, most of them aimed at friends overseas who before the war had accompanied Hall on leisurely "floats" downstream, fishing and camping out on sandbars at night.



No other blanket like it!

Everything you want in a blanket! Cuddly warmth, feather-lightness, luxurious nap, extra length, luscious colors, and a modest price. For Purrey is a modern combination of 88% rayon, 12% wool made after an exclusive Purrey patent. Thousands of tiny air pockets in its deep, deep nap catch and hold in body warmth. That's why Purreys by Nashua are lighter yet warmer by actual test than many blankets costing up to twice as much! Purreys come in exquisite pastel colors, and are guaranteed for five years against moth damage.



Indian Maiden

Combed Percale Sheets—
the luxury sheet at budget prices

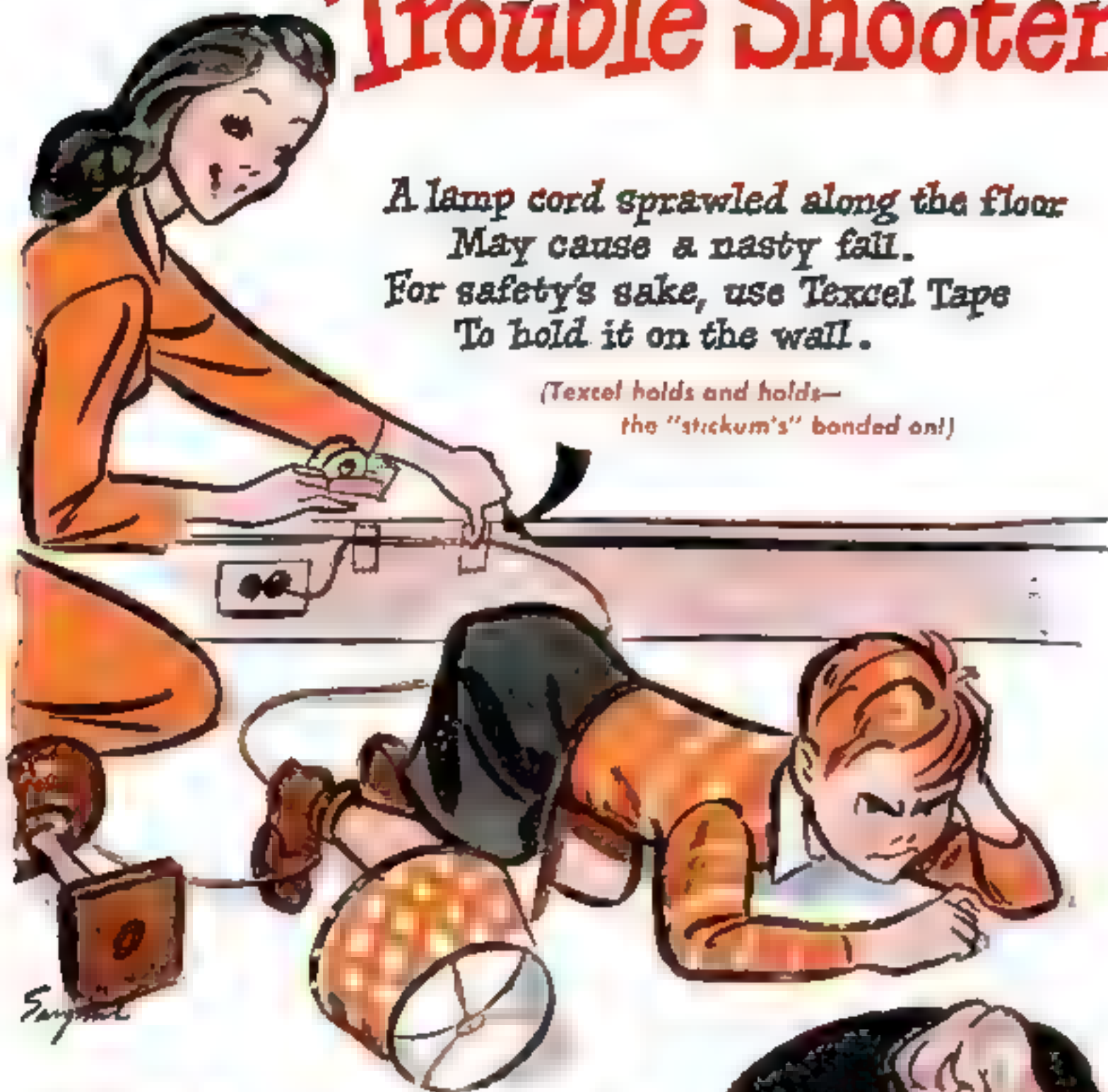
by **Nashua**

INDIAN HEAD COTTON • WELWYN VIRGIN WOOL BLANKETS
DWIGHT ANCHOR SHEETS



Purrey blankets, invented at the Nashua Manufacturing Co., Nashua, N. H., are protected by U. S. Pat. No. 2,208,533.
40 WORTH STREET, NEW YORK 13

Trouble Shooter



A lamp cord sprawled along the floor
May cause a nasty fall.
For safety's sake, use Texcel Tape
To hold it on the wall.

(Texcel holds and holds—
the "stickum's" bonded on!)

And though Sis tore her grammar book,
It's still as good as new.
She mended it with Texcel Tape—
The printing reads right through.

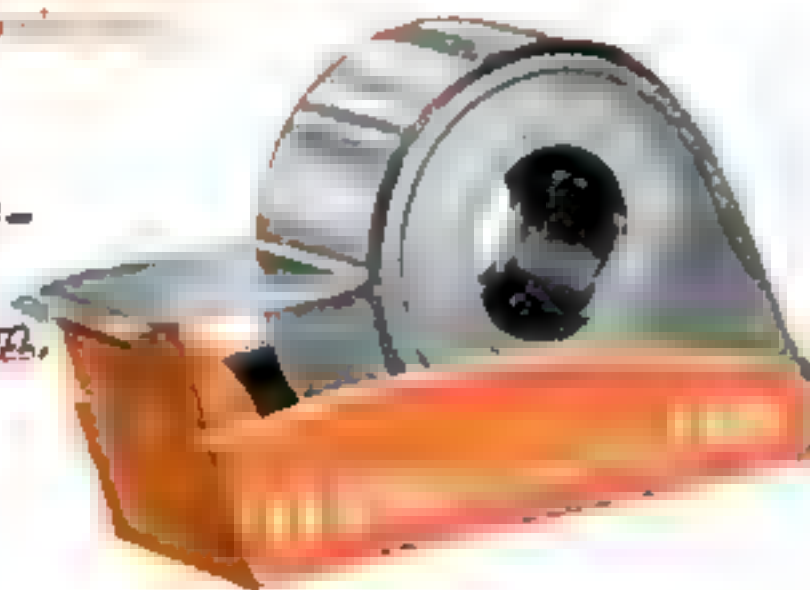
(Texcel mends securely—
the "stickum's" bonded on!)



For store and office use, you'll find
That Texcel's handy, too—
It wraps, it seals, it mends, it holds
Like nothing else can do.

(Texcel means no gummy edges—
the "stickum's"
bo

Yes, Texcel is an improved tape—
Unequaled, most folks feel.
Because the "stickum's" bonded on.
It won't dry out or peel.



To get this improved tape, however,
You want to make quite sure—
The brand name Texcel Tape is on
The roll that you secure.

Texcel Tape

IND. U. S. PAT. OFF.

CELLOPHANE TAPE — STICKS WITH A TOUCH

Industrial Tape Corporation • New Brunswick, N. J.



ROGERS JR. TAKES AWKWARD STANCE, MAKES STAB AT ROPE TWIRLING

WILL ROGERS' BOY

Humorist's son tries to imitate father for movies

At 35, Will Rogers Jr. has been a publisher, a congressman, a soldier. Now he has become an imitator of his famous father. When Warner Bros. proposed to do a movie about the life of Will Rogers Sr., Will Jr. put on Levis, got a rope and tried out for the main role. Observers felt he was doing it to bolster his campaign for senator. After watching his mimicry, they concluded that though his imitation might get him a few votes it would never get him the part in the movie.



YOUNG WILL'S FATHER, who was once expelled for roping a colt on school grounds, poses with children (left to right) Jimmy, Mary and Will Jr.

CONTINUED ON PAGE 184

Follow your secret heart
with

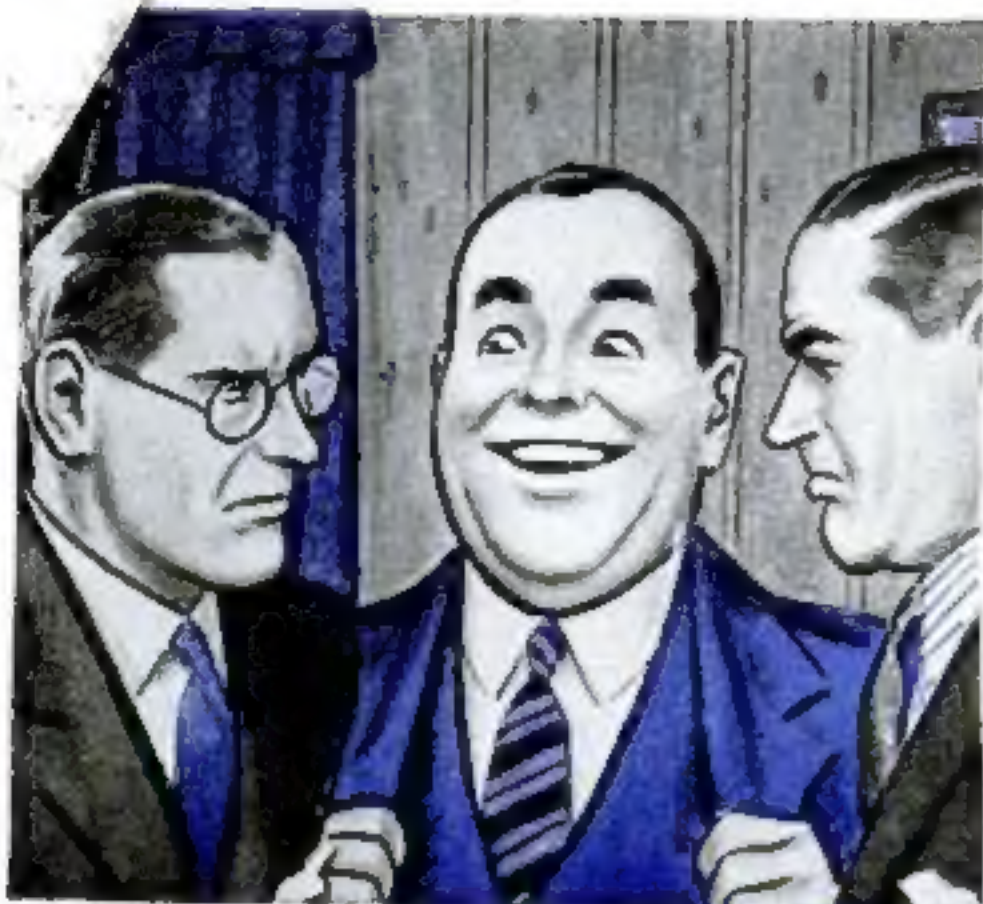
SunBird,

Louis Philippe's
new lipstick shade



Count your heart lost when
your lips meet Sunbird. Your
new love... your new love-
liness... will be Louis Philippe's
enchanted red! Lipstick in a golden-
colored metal case of jeweler design. \$1.
Matching rouge, creme or cake, 49¢. (Plus tax)





A flat joke
may seem
funny to
someone...

...but a flat drink is
a bore to everyone!



Keep drinks **Lively** with
CANADA DRY WATER



Why put up with flat drinks, when it's so easy to keep 'em sparkling with lively, tasty goodness? Canada Dry Water . . . unlike ordinary club sodas or carbonated tap waters . . . is scientifically made to *improve* your drinks. Original "Pin-Point Carbonation" insures a busy, bubbling life—to the last sip. And Canada Dry's exclusive formula *points up*—never drowns out—flavor.

Hereafter, don't just dilute your drinks with inferior mixers. Always use Canada Dry Water . . . and they'll sparkle longer, taste better.

MAKE DELICIOUS SOFT DRINKS AT HOME! Try mixing Canada Dry Water with fresh and canned fruit juices, and flavor extracts. Use it to make real Ice Cream Sodas, too!

Will Rogers' Boy CONTINUED



WILL ROGERS JR. emulates his father's grin and head scratch. Will's mother, who sold story to movies, requested Spencer Tracy for the main role



WILL ROGERS SR. grins and scratches as performer in the 1914 *Ziegfeld Follies*. He hit his real stride as a national wit and commentator in early 1920s.

*Blended Right
for Pleasure
Bright!*



**Enjoy the Taste
that's Mellow as a
Sunny Morning**

You, too, will prefer SCHENLEY Reserve for its smooth, rich flavor. Quality ingredients skillfully blended have made it America's largest-selling whiskey. Try SCHENLEY Reserve soon. Blended Whiskey 86 proof. 65% grain neutral spirits. Schenley Distillers Corp., N. Y. C.

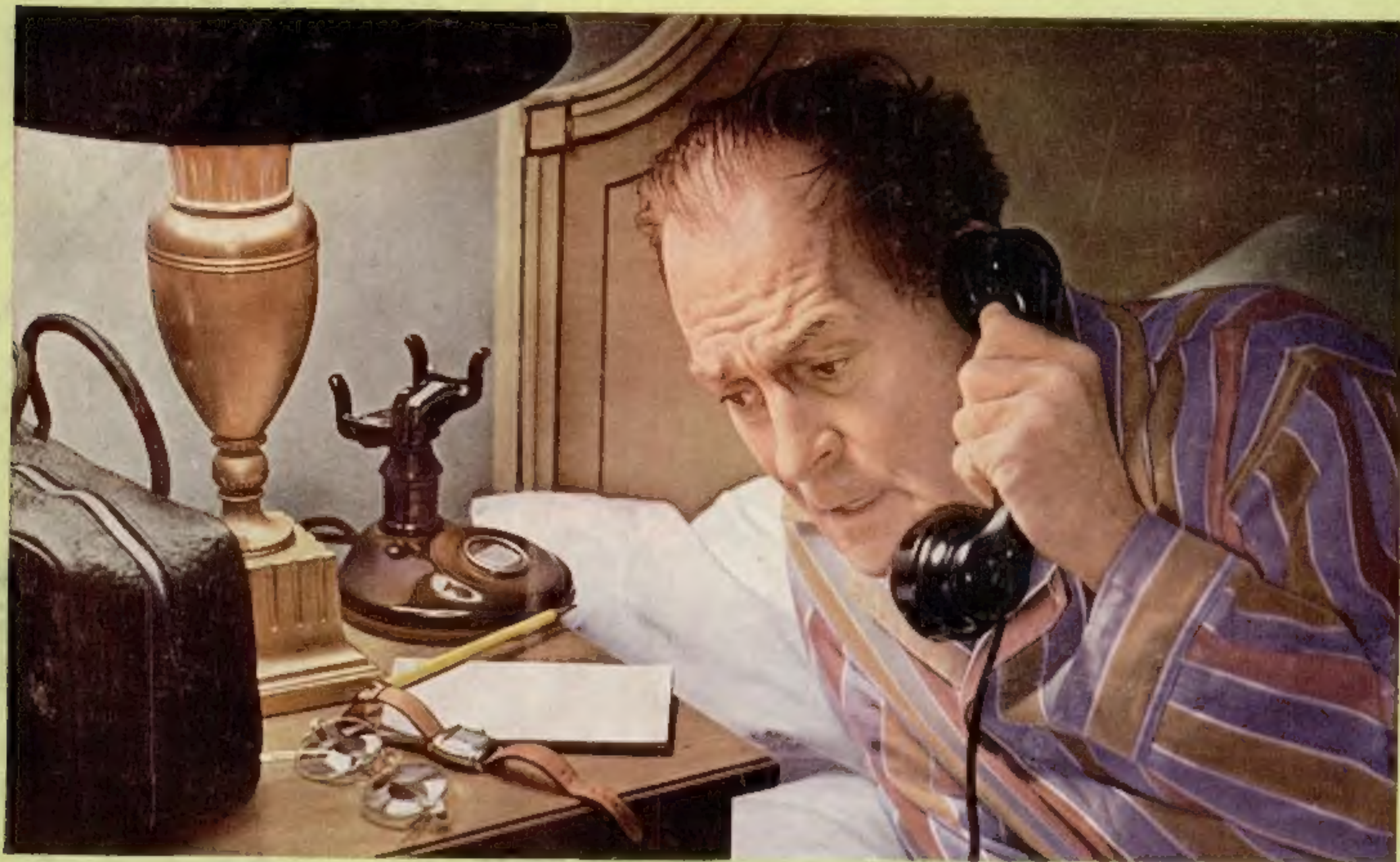


"I'll Be Right Over!"

...24 hours a day your doctor is "on duty"...
guarding health...protecting and prolonging life...

● Plays . . . novels . . . motion pictures . . . have been written about the "man in white" and his devotion to duty. But in his daily routine he lives more drama, and displays more devotion to the oath he has taken,

than the most imaginative mind could ever invent. And he asks no special credit. When there's a job to do, he does it. A few winks of sleep . . . a few puffs of a cigarette . . . and he's back at that job again . . .



According
to a recent
Nationwide
survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE!

THREE of America's leading independent research organizations asked 113,597 doctors to name the cigarette they themselves preferred to smoke.

The answers came in by the thousands...from doctors in big cities, in small towns...from general physicians, diagnosticians, surgeons, specialists—doctors in

every branch of medicine! Results? More doctors named Camel as their smoke than any other cigarette!

Yes, a doctor, too, smokes for pleasure. Full flavor, coolness, and mildness mean just as much to him as they do to any other smoker. Smoke Camels and see for yourself.



THE "T-ZONE" TEST WILL TELL YOU



The "T-Zone"—T for taste and T for throat—is your own laboratory for any cigarette. For only your taste and your throat can decide which cigarette tastes best to you . . . and how it agrees with your throat. On the basis of the experience of many, many millions of smokers, we believe Camels will suit your "T-Zone" to a "T."

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

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